BBAIM 4-yr Structure with BI, ISA and ISSN Streams

Yr/Sem							Offer Year
1A	CB2201 Quantitative Methods	CB2601 Marketing	GE (Note 6)	GE (Note 6)	GE1401 University English (Note 1)	CHIN1001 University Chinese I (Note 2)	2012 2013 2014 2015
1B	CB2100 Accounting I	CB2300 Management	CB2400 Economics I	GE (Note 6)	GE2402 English for Business Communication (Note 1)		
2A	CB3410 Financial Management	CB2500 Information Management	CB2505 E-Business	GE (Note 6)	GE1501 Chinese Civilization – History and Philosophy		2013 2014 2015 2016
2B	IS3331 Data Management	Stream in BI & ISSN IS2502 Social Media and Social Networks / Stream in ISA LW2903 Business and Law	Stream in BI & ISSN IS4835 Information Management for Financial Services / Stream in ISA MS2200 Business Statistics	Stream in BI & ISSN IS4246 Digital Marketing and Customer Relationship Management / Stream in ISA LW3902 The Law Relating to Companies	Stream in BI & ISSN Elective 1/Minor 1/ Stream in ISA 2nd Major 1 - AC3202 Corporate Accounting I (Note 4, 5)	Stream in ISA 2nd Major 2 - AC2101 Accounting II (Note 4, 5)	
3A	Stream in BI & ISA IS4822 Analytics for Financial Services / Stream in ISSN IS4333 User Interface Design, Prototyping and Evaluation	IS3230 Information Systems Construction	Stream in BI & ISA IS4435 Governance and Regulatory Compliance for Financial Information Systems / Stream in ISSN IS4034 Information Products and Services Design	GE (Note 6)	Stream in BI & ISSN Elective 2/Minor 2/ Stream in ISA 2nd Major 3 - AC4301 Corporate Accounting II (Note 4, 5)	Stream in ISA 2nd Major 4 - AC4251 Taxation and Tax Planning (Note 4, 5)	2014 2015 2016 2017
3B	Stream in BI & ISSN IS4834 Business Intelligence and Analytics / Stream in ISA AC4161 Accounting and Management Information Systems	IS3430 Systems Analysis and Design	Stream in BI & ISA IS4537 Information Systems Audit / Stream in ISSN IS4030 Website Design for E-Commerce	GE (Note 6)	Stream in BI & ISSN Elective 3/Minor 3/ Stream in ISA 2nd Major 5 - AC4307 Advanced Financial Accounting (Note 4)	Stream in ISA 2nd Major 6 - AC4342 Auditing (Note 4, 5)	
4A	IS4532 Outsourcing and Project Management	Stream in BI & ISA IS4837 Delivery Systems for Financial Services / Stream in ISSN IS4538 Online Services Management	IS Elective 1 (Note 3)	GE (Note 6)	Stream in BI & ISSN Elective 4/Minor 4/ Stream in ISA 2nd Major 7 - AC4331 Corporate Financial Policy (Note 4)	Stream in ISA 2nd Major 8 - AC4321 Management Accounting (Note 4, 5)	2015 2016 2017 2018
4B	CB4303 Strategy & Policy	IS Elective 2 (Note 3)	IS Elective 3 (Note 3)	Free Elective	Stream in BI & ISSN Elective 5/Minor 5/ Stream in ISA 2nd Major 9 - AC Elective 1 (Note 4)	Stream in ISA 2nd Major 10 - AC Elective 2 (Note 4)	

Minimum Credits Required (credit units)

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)

Electives/Minor/2nd Major - 5 courses (15 CU)

Second Major- 5 more courses (15 CU)

Min. Total: 40 courses (120 CU)
Min. Total: 45 coursee (135 CU) [ISA Stream, Second major]
Max. Allowable: 48 courses (144 CU)

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

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

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. **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.

3. Students will select 3 courses out of the IS electives pool or any other IS courses as approved by the programme leader.

4. Students who declare to study the second major in Accountancy will enrol the ISA stream and they are required to select 2 courses from the AC electives pool (actual list of electives is to be confirmed by the Department of Accountancy).

5. If students wish to drop the second major and select the Minor in Accountancy, they need to complete five AC courses, i.e. AC2101 (Accounting II), AC3202 (Corporate Accounting I), AC4301 (Corporate Accounting II), AC4321 (Management Accounting), and either AC4251 (Taxation and Tax Planning) or AC4342 (Auditing).

6. 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

IS Electives (credit units)

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