

BBA Marketing Information Management "4 minus 1" Structure for the 2013/2014 Intake

Yr/Sem							Offer Year
1A	CB2100 Accounting I	CB2400 Economics I	CB2601 Marketing	GE (Note 2)	GE2402 English for Business Communication (Note 1)	CHIN1001 University Chinese I (Note 4)	2013
1B	CB2201 Quantitative Methods	CB2500 Information Management	CB2300 Management	CB3410 Financial Management	GE1401 University English (Note 1)	GE (Note 2)	
2A	CB2505 E-Business	MKT3603 Consumer Behaviour	MKT3608 Marketing Intelligence	MS2200 Business Statistics	EF2401 Economics II		2014
2B	GE1501 Chinese Civilisation – History and Philosophy	IS2502 Social Media and Social Networks	IS4860 Business Analytics for Marketing	IS4730 Marketing Analytics in the Digital Age	MKT4610 Customer Relationship Management		
3A	JC4003 MIM Final Year Project (3 credits, year-long course) (Note 5)	IS4530 Project Management and Requirements Analysis	IS4130 Multi-Channel Information Management Technologies	MGT3302 Interactive Skills Workshop for Business	MKT4636 Data-centric Marketing		2015
3B		CB4303 Strategy and Policy	MKT3600 China Business Workshop	JC4002 Legal, Ethical and Security Issues in MIM	GE (Note 2)	GE (Note 2)	
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 - 4-5 courses (12-15 CU) (Note 3)

Min. Total: 31 courses (93 CU)

Max. Allowable: 38 courses (114 CU)

Credits Exempted

GE - 3 courses (9 CU)

Minor/Electives - 5 courses (15 CU)

Chinese - 1 course (3 CU)

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**, take 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 take a minor or additional electives will have a higher total credit no.

4. **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.

5. **JC4003 MIM Final Year Project**

This is a core and capstone course of BBAMIM. The experience to be gained is fundamental and an essential component of the BBAMIM education. As a critical part of the work in JC4003 is done in Semester B of the final year of study, BBAMIM students are strongly encouraged to go for exchange (if any) before their final year of study, or latest by Semester A of their final year of study. As it is difficult to find a course appropriate for credit transfer for JC4003 in an exchange university, missing this critical core course could result in the student having to delay graduation.