

**BBA (Hons) in Marketing Information Management — "4 minus 1" Suggested Study Plan**  
**Effective from Catalogue Term: Sem A 2014/15**

Yr/Sem								Offer Year
1A	Either Sem A / B CB2201 Operations Management	CB2400 Micro-Economics	CB2200 Business Statistics (Note 7)	IS2505 E-Business	GE2402 English for Business Communication or EAP (Note 1)	Either Sem A / B CHIN1001 University Chinese I (Note 4)		2014 2015
1B	Either Sem A / B CB2100 Introduction to Financial Accounting	CB2500 Information Management	Either Sem A / B CB2601 Marketing	IS4130 Multi-Channel Information Management Technologies	GE1401 University English or EAP (Note 1)			
2A	CB3410 Financial Management	CB2101 Introduction to Managerial Accounting (Note 7)	MKT3603 Consumer Behaviour	IS4860 Business Intelligence for Marketing	Either Sem A / B CB2300 Management		GE2402 English for Business Communication (for students taken EAP)	2015 2016
2B	IS4730 Marketing Analytics	MKT4610 Customer Relationship Management	CB2402 Macro-Economics (Note 7)	MKT3608 Marketing Intelligence	College Elective (Note 6)	College Elective (Note 6)	GE1401 University English (for students taken EAP)	
3A	JC4003 MIM Final Year Project (3 credits, year-long course) (Note 5)	IS4530 Project Management & Requirements Analysis	MKT4636 Data-centric Marketing	College Elective (Note 6)	GE (Note 2)			2016 2017
3B		CB4303 Strategy and Policy	MKT3600 China Business Workshop	JC4002 Legal, Ethical and Security Issues in MIM	GE (Note 2)	GE1501 Chinese Civilization – History and Philosophy		
4A								
4B								

**Minimum Credits Required**

GE: 2 GE courses (6 CU) +  
 2 College Electives (6 CU)  
 GE English - 2 courses (6 CU)  
 GE1501 - 1 course (3 CU)  
 College: 8 College Core (24 CU) + 1 College Elective (3 CU)  
 Major: 12 MIM Major courses (36 CU) +  
 3 College required courses (9 CU) (Note 7)

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

\* CU = Credit Units

**Credits Exempted**

GE: 2 GE courses (6 CU) + 1 College Elective (3 CU)  
 Minor/Electives: 5 courses (15 CU) (Note 3)  
 Free Elective: 1 course (3 CU)

**Note****1. English Language 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. Advanced Standing 1 students are not allowed to take GE courses offered by their own academic unit.

**Gateway Education Course Distributional Requirements**

Take **2 courses (6 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

3. Minor/Electives is an **optional** requirement. Students who enrol a minor or additional electives will accumulate more credit units.

**4. Chinese Language 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.

6. 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

7. Students are required to take 3 College required courses.