## BBA (Hons) in Marketing Information Management — "4 minus 1" Suggested Study Plan

**Effective from Catalogue Term: Sem A 2014/15**

**Yr/Sem** | **1A** | **1B** | **2A** | **2B** | **3A** | **3B** | **4A** | **4B**
---|---|---|---|---|---|---|---|---
1A | Either Sem A / B | CB2201 Operations Management | CB2400 Micro-Economics | CB2500 Information Management | CB3410 Financial Management | IS4730 Marketing Analytics | CB4303 Strategy and Policy |  | 
1B | Either Sem A / B | CB2201 Operations Management | CB2400 Micro-Economics | CB2500 Information Management | CB3410 Financial Management | IS4730 Marketing Analytics | CB4303 Strategy and Policy |  | 
2A | CB2101 Introduction to Financial Accounting | CB2101 Operations Management | CB2200 Business Statistics | CB2600 Business Intelligence for Marketing | CB3410 Financial Management | CB4700 Marketing Analytics | CB4303 Strategy and Policy |  | 
2B | CB2101 Operations Management | CB2200 Business Statistics | CB2600 Business Intelligence for Marketing | CB3410 Financial Management | CB4700 Marketing Analytics | CB4303 Strategy and Policy |  |  
3A | CB2101 Operations Management | CB2200 Business Statistics | CB2600 Business Intelligence for Marketing | CB3410 Financial Management | CB4700 Marketing Analytics | CB4303 Strategy and Policy |  |  
3B | CB2101 Operations Management | CB2200 Business Statistics | CB2600 Business Intelligence for Marketing | CB3410 Financial Management | CB4700 Marketing Analytics | CB4303 Strategy and Policy |  |  
4A | CB2101 Operations Management | CB2200 Business Statistics | CB2600 Business Intelligence for Marketing | CB3410 Financial Management | CB4700 Marketing Analytics | CB4303 Strategy and Policy |  |  
4B | CB2101 Operations Management | CB2200 Business Statistics | CB2600 Business Intelligence for Marketing | CB3410 Financial Management | CB4700 Marketing Analytics | CB4303 Strategy and Policy |  |  

### 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

### Notes
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.
   - **EL200 English for Academic Purposes (6 CU, 2 semesters)**
2. **Advanced Standing I 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
- **Minor/Electives is an optional requirement. Students who enrol a minor or additional electives will accumulate more credit units.**
- **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.
3. **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.
4. **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**
5. **Students are required to take 3 College required courses.**