

BBA Marketing Information Management 4-Year Structure for the 2012/2013 Intake and Thereafter

Yr/Sem							Offer Year
1A	CB2201 Quantitative Methods	CB2601 Marketing	GE (Note 2)	GE (Note 2)	GE1401 University English (Note 1)	CHIN1001 University Chinese I (Note 4)	2012 2013 2014 2015
1B	CB2100 Accounting I	CB2300 Management	CB2400 Economics I	GE (Note 2)	GE2402 English for Business Communication (Note 1)		
2A	CB3410 Financial Management	CB2500 Information Management	CB2505 E-Business	GE (Note 2)	GE1501 Chinese Civilization – History and Philosophy		2013 2014 2015 2016
2B	MKT4610 Customer Relationship Management	MS2200 Business Statistics	MKT3603 Consumer Behaviour	IS2502 Social Media and Social Networks	Minor 1 / Elective 1 (Note 3)		
3A	MGT3302 Interactive Skills Workshop for Business	MKT3608 Marketing Intelligence	MKT4636 Data-centric Marketing	EF2401 Economics II	Minor 2 / Elective 2 (Note 3)		2014 2015 2016 2017
3B	MKT3600 China Business Workshop	IS4730 Marketing Analytics in the Digital Age	IS4860 Business Analytics for Marketing	GE (Note 2)	Minor 3 / Elective 3 (Note 3)	Free Elective	
4A	JC4003 MIM Final Year Project (3 credits, year-long course) (Note 5)	IS4530 Project Management & Requirements Analysis	IS4130 Multi-Channel Information Management Technologies	GE (Note 2)	Minor 4 / Elective 4 (Note 3)		2015 2016 2017 2018
4B		CB4303 Strategy & Policy	JC4002 Legal, Ethical and Security Issues in MIM	GE (Note 2)	Minor 5 / Elective 5 (Note 3)		

Minimum Credits Required

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)

Minor/Electives - 5 courses (15 CU)

Free Elective - 1 course (3 CU)

Min. Total: 40 courses (120 CU)**Max. Allowable: 48 courses (144 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, 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

3. Students who do not choose a minor are required to take Free Electives.**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.