

BBAMKT 4-year Programme Structure 2018 Intake

Yr/Sem						Offer Year
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	2018 2019
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)	
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	MKT3603 Consumer Behavior	MKT4628 Digital Marketing	2019 2020
2B	College Elective	CB3410 Financial Management	Major Elective	Minor 1 (Note 4)	GE (Note 2)	
3A	College Elective	MKT3602 Marketing Research	Major Elective	Minor 2 (Note 4)	GE1501 Chinese Civilization – History & Philosophy	2020 2021
3B	College Elective	MKT4606A Strategic Marketing	Major Elective	Minor 3 (Note 4)	MKT2643 Active Learning for Professional Marketing	
4A	College Elective	MKT4611 Advanced Marketing Seminar I	Major Elective	Minor 4 (Note 4)	College Elective	2021 2022
4B	College Elective	CB4303 Strategy and Policy	Major Elective	Minor 5 (Note 4)	Minor 6 / Free Elective	

Minimum Credits Required:

GE: 4 GE courses + 3 College Electives (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Core + 3 College Elective (42 CU)

Major: 11 Major courses (30 CU)

Minor/Free Electives: 6 courses (18 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

Note:

(1) English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

(2) Gateway Education Course Distributional Requirements

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) Chinese Language Requirement

Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIN1001 University Chinese I.

(4) Students who do not choose a minor are required to take **Free Electives**.

Major Electives: 3 to 4 electives are from the same group of Group 1 to 3, and at least one elective is from Group 4.

Group 1: Marketing Communication	Group 4: Other Electives
MKT4623 Selling and Sales Management	CB3800 Business Practice Internship / MKT3638 Marketing Internship
MKT4625 Advertising Management and Integrated Marketing Communications	MKT3600 China Business Workshop
MKT4634 Fundamentals of Public Relations	MKT4604 Marketing in China
MKT4637 Event Marketing	MKT4605 International Marketing
	MKT4622 Services Marketing
Group 2: Innovation and Design	MKT4624 Retail Management
MKT3607 Design Thinking and Creativity in Marketing	MKT4633 Cultural Advertising
MKT4650 Designing Brands and Customer Experience	MKT4639 Marketing Diagnostic Residential Trip
MKT4652 Designing and Developing Innovative Products	MKT4651 Advanced Marketing Seminar II
	One course from any CB major
Group 3: Marketing Analytics	
MKT3608 Marketing Intelligence and Applications of Analytics	
MKT4610 Customer Relationship Management	
MKT4629 Social Media Marketing	
MKT4636 Customer Analytics	

Zero-credit core course

MKT2643 Active Learning for Professional Marketing

BBAMKT 4-year Programme Structure 2019 Intake

Yr/Sem						Offer Year
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	2019 2020
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)	
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	MKT3603 Consumer Behavior	MKT4628 Digital Marketing	2020 2021
2B	College Elective	CB3410 Financial Management	Major Elective	Minor 1 (Note 4)	GE (Note 2)	
3A	College Elective	MKT3602 Marketing Research	Major Elective	Minor 2 (Note 4)	GE1501 Chinese Civilization – History & Philosophy	2021 2022
3B	College Elective	MKT4606A Strategic Marketing	Major Elective	Minor 3 (Note 4)	MKT2643 Active Learning for Professional Marketing	
4A	College Elective	MKT4611 Advanced Marketing Seminar I	Major Elective	Minor 4 (Note 4)	College Elective	2022 2023
4B	College Elective	CB4303 Strategy and Policy	Major Elective	Minor 5 (Note 4)	Minor 6 / Free Elective	

Minimum Credits Required:

GE: 4 GE courses + 3 College Electives (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Core + 3 College Elective (42 CU)

Major: 11 Major courses (30 CU)

Minor/Free Electives: 6 courses (18 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

Note:

(1) English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

(2) Gateway Education Course Distributional Requirements

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) Chinese Language Requirement

Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIN1001 University Chinese I.

(4) Students who do not choose a minor are required to take **Free Electives**.

Major Electives: 3 to 4 electives are from the same group of Group 1 to 3, and at least one elective is from Group 4.

Group 1: Marketing Communication	Group 4: Other Electives
MKT4623 Selling and Sales Management	CB3800 Business Practice Internship / MKT3638 Marketing Internship
MKT4625 Advertising Management and Integrated Marketing Communications	MKT3600 China Business Workshop
MKT4634 Fundamentals of Public Relations	MKT4604 Marketing in China
MKT4637 Event Marketing	MKT4605 International Marketing
	MKT4622 Services Marketing
	MKT4624 Retail Management
Group 2: Innovation and Design	MKT4633 Cultural Advertising
MKT3607 Design Thinking and Creativity in Marketing	MKT4639 Marketing Diagnostic Residential Trip
MKT4650 Designing Brands and Customer Experience	MKT4651 Advanced Marketing Seminar II
MKT4652 Designing and Developing Innovative Products	One course from any CB major
Group 3: Marketing Analytics	
MKT3608 Marketing Intelligence and Applications of Analytics	
MKT4610 Customer Relationship Management	
MKT4629 Social Media Marketing	
MKT4636 Customer Analytics	

Zero-credit core course

MKT2643 Active Learning for Professional Marketing

BBAMKT 4-year Programme Structure 2020 Intake

Yr/Sem						Offer Year	
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2020 2021
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)		
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	MKT3603 Consumer Behavior	MKT4628 Digital Marketing	GE1401 University English (for students taken EAP)	2021 2022
2B	College Elective	CB3410 Financial Management	Major Elective	Minor 1 (Note 4)	GE (Note 2)	GE2402 English for Business Communication (for students taken EAP)	
3A	College Elective	MKT3602 Marketing Research	Major Elective	Minor 2 (Note 4)	GE1501 Chinese Civilization – History & Philosophy		2022 2023
3B	College Elective	MKT4606A Strategic Marketing	Major Elective	Minor 3 (Note 4)	MKT2643 Active Learning for Professional Marketing	GE (Note 2)	
4A	College Elective	MKT4611 Advanced Marketing Seminar I	Major Elective	Minor 4 (Note 4)	College Elective		2023 2024
4B	College Elective	CB4303 Strategy and Policy	Major Elective	Minor 5 (Note 4)	Minor 6 / Free Elective		

Minimum Credits Required:

GE: 4 GE courses + 3 College Electives (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Core + 3 College Elective (42 CU)

Major: 11 Major courses (30 CU)

Minor/Free Electives: 6 courses (18 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

Note:

(1) English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

(2) Gateway Education Course Distributional Requirements

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) Chinese Language Requirement

Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIN1001 University Chinese I.

(4) Students who do not choose a minor are required to take **Free Electives**.

Major Electives: 3 to 4 electives are from the same group of Group 1 to 3, and at least one elective is from Group 4.

Group 1: Marketing Communication	Group 4: Other Electives
MKT4623 Selling and Sales Management	CB3800 Business Practice Internship / MKT3638 Marketing Internship
MKT4625 Advertising Management and Integrated Marketing Communications	MKT3600 China Business Workshop
MKT4634 Fundamentals of Public Relations	MKT4604 Marketing in China
MKT4637 Event Marketing	MKT4605 International Marketing
	MKT4622 Services Marketing
Group 2: Innovation and Design	MKT4624 Retail Management
MKT3607 Design Thinking and Creativity in Marketing	MKT4633 Cultural Advertising
MKT4650 Designing Brands and Customer Experience	MKT4639 Marketing Diagnostic Residential Trip
MKT4652 Designing and Developing Innovative Products	MKT4651 Advanced Marketing Seminar II
	One course from any CB major
Group 3: Marketing Analytics	
MKT3608 Marketing Intelligence and Applications of Analytics	
MKT4610 Customer Relationship Management	
MKT4629 Social Media Marketing	
MKT4636 Customer Analytics	

Zero-credit core course

MKT2643 Active Learning for Professional Marketing