

Yr/Sem						
1A	CB2100 Introduction to Financial Accounting	CB2601 Marketing	CB2201 Operations Management	CB2400 Micro-Economics	GE1401 University English or EAP <sup>#</sup>	Sem A or B CHIN1001 University Chinese I <sup>▲</sup>
1B	CB2300 Management	CB2500 Information Management	CB2200 Business Statistics	GE <sup>*</sup>	GE2402 English for Business Communication or EAP <sup>#</sup>	
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	CB3410 Financial Management	MS3227 Probability Theory in Decision Making	MS3251 Analytics using SAS	GE1401 University English (for students taken EAP)
2B	CB2240 Introduction to Business Programming in Python	GE <sup>*</sup>	MS3252 Regression Analysis	GE <sup>*</sup>	MGT Major Elective	GE2402 English for Business Communication (for students taken EAP)
3A	CB3043 Business Case Analysis and Communication	GE1501 Chinese Civilization – History & Philosophy	MS4224 Enterprise Data Mining	MGT3306 Organizational Behaviour & Human Resources Management	MGT2324 Introduction to Entrepreneurship	
3B	CB2203 Data-Driven Business Modeling	MS3111 Data Analytics with Excel VBA	BDAN Major Elective <sup>⊖</sup>	MGT Stream Elective	MGT Stream Elective	
4A	GE <sup>*</sup>	MS3128 Managerial Decision Analytics	BDAN Major Elective <sup>⊖</sup>	MGT3305 Corporate Social Responsibility	MGT Stream Elective	MGT4227 International Business
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	MGT Major Elective		

Minimum Credits Required

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

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores (33 CU)

Major 1 BDAN: 10 Major courses (30 CU)

Major 2 MGT: 9 courses (27 CU)+1 shared course with First Major

Required Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

Note:

<sup>#</sup>English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course LC0200A and LC0200B English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

<sup>\*</sup>Gateway Education Course Distributional Requirement:

Take 1 course 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

<sup>▲</sup>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.

<sup>△</sup>Students who do not choose a minor are required to take **Free Electives**.

<sup>⊖</sup>BDAN Major Electives: Take 2 electives from Groups A and B, at least 1 must be from Group A

Group A :

MS3224 Business Survey Design

MS3403 Internship for Management Sciences (\*)

MS4212 Predictive Analytics and Forecasting

MS4251 Marketing Analytics Techniques

MS4253 Business Analytics Project (\*)

MS4262 Advanced Analytics using SAS

Group B :

CS2360 Java Programming

CS2468 Data Structures and Data Management

IS3240 Advanced Business Programming in Python

MS3106 Simulation

MS3125 Business Project Management

MS3322 Quality Management

MS4227 Pricing and Revenue Management

LT3233 Computational Linguistics

Any one Core or Elective course from other BBA Majors

(\*) This course can be used to fulfil the internship/consultancy project/research project requirement.

**MGT Major Electives: Students are required to take 2 electives from the following list:**

MGT3302 Interactive Skills Workshop for Business

MGT4101 Project

MGT4305 Developing and Presenting a Business Plan

MGT4314 Negotiation

MGT4315 Leadership

MGT4800 Management Internship

Any one core course from other BBA Major

**MGT Stream Electives: Students are required to take 3 electives from the following list:**

**HRM**

MGT3307 Employment Law & Practices

MGT4306 Performance & Compensation Management

MGT4307 People & HR Analytics

MGT4308 Staffing

MGT4309 Talent Management: Learning & Development