

Yr/Sem						
1A	CB2100 Introduction to Financial Accounting	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE1401 University English or EAP <sup>#</sup>	Sem A or B CHIN1001 University Chinese I <sup>▲</sup>
1B	CB2300 Management	CB2601 Marketing	CB2200 Business Statistics	GE*	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*	MS3252 Regression Analysis	MKT 3603 Consumer Behavior	MKT Major Elective 1	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	MKT 4628 Digital Marketing	MKT Major Elective 2	GE*
3B	CB2203 Data Driven Business Modeling	MS3111 Data Analytics with Excel VBA	BDAN Major Elective <sup>o</sup>	MKT 4606 Strategic Marketing	MKT 3602 Marketing Research	
4A	GE*	MS3128 Managerial Decision Analytics	BDAN Major Elective <sup>o</sup>	MKT Major Elective 3	MKT Major Elective 4	
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	(Either sem A or B) MKT 4611 Advanced Marketing Seminar I	MKT Major Elective 5 or share a BDAN Major course	

**Minimum Credits Required**

GE: 4 GE courses + 3 College-Specified Courses (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores (33 CU)

Major 1 BDAN: 10 Major courses (30 CU)

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

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

**Notes for Requirement:**

**#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).

**\*Gateway Education Course Distributional Requirement:**

Take at least 1 course from each of the three distributional areas:

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

**▲ 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>o</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*