

BBA Global Operations Management Cohort 2023 4-yr Structure (Catalogue Term Semester A 2024/2025) - Second Major MKT  
Effective from Catalogue Term: Sem A 2024/25

Yr/Sem							Offer Year
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	CB2201 Operations Management	Sem A & B CB2400 Micro-Economics	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2023/2024
	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	CB2200 Business Statistics	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)		
2A	CB3410 Financial Management	CB2101 Introduction to Managerial Accounting	MS3124 Global Supply Chain Management	MS 3322 Quality Management	CB2203 Data-driven Business Modeling	GE1401 University English (for students taken EAP)	2024/2025
2B	CB3043 Business Case Analysis and Communication	CB2402 Macro-Economics	MS3127 Global Business Logistics	MS3253 Operations Analytics	CB2240 Introduction to Business Programming in Python	GE2402 English for Business Communication (for students taken EAP)	
3A	GE1501 Chinese Civilization – History & Philosophy	MS4306 Best Practices in Global Operations Management	MKT3603 Consumer Behavior	MKT4628 Digital Marketing	MKT Major Elective		2025/2026
3B	GE (Note 2)	MS3123 Workshop on Global Operations and Supply Chain Management Practices	GOM Major Elective 1	MKT4606 Strategic Marketing	MKT3602 Marketing Research		
4A	GE (Note 2)	GOM Major Elective 2	GOM Major Elective 3	Either Sem A or B: MKT4611 Advanced Marketing Seminar I	MKT Major Elective		2026/2027
4B	CB4303 Strategic Management	GOM Major Elective 4	MKT Major Elective	MKT Major Elective	GE (Note 2)		

Minimum Credits Required:

GE: 4 GE courses + 3 College Specified Courses (21 CU)  
GE: 2 ENGL + CCIV (9 CU)  
College: 11 College Core (33 CU)  
First Major: 10 Major courses (30 CU)  
Second Major: 9 course (27 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**.

<b>GOM Major Electives:</b> Students are required to take 4 electives from the following list:	
<b>Group A - Major Electives* (0 - 3 credit units)</b> LCXXXX Japanese Language/ Korean/ French/ German/ Spanish (offered by Chan Feng Men-ling Chan Shuk-in Language Centre) <b>Group B - Major Electives (0 - 3 credit units)</b> CS2360 Java Programming CS3402 Database Systems XXXX Any one of the Core or Elective courses from other BBA Majors	<b>Group C - Major Electives (6 - 12 credit units)</b> MS3106 Simulation MS3111 Quantitative Business Analysis with Visual Basic for Applications MS3125 Business Project Management MS3304 Hospitality Management MS3403* Internship for Management Sciences MS4111 Enterprise Resource Planning MS4118* Operations Management Project MS4227 Pricing and Revenue Management

\* Students of Cohort 2022 and later are required to fulfill the internship/consultancy project/research project requirement in accordance with the requirements stipulated by the college.

<b>MKT Second Major Electives:</b>	
<b>Major Electives: Students who have not declared a stream must choose at least 2 electives from Group A</b>	
<b>Group A:</b>	
MKT3607 Design Thinking and Creativity in Marketing	MKT4681 Data Strategy for Marketing
MKT4650 Designing Brands and Customer Experience	MKT4636 Customer Analytics
MKT4652 Designing and Developing Innovative Products	MKT4680 Digital Marketing Tools and Analytics
MKT3608 Marketing Intelligence and Applications of Ana	
<b>Group B:</b>	
MKT4623 Selling and Sales Management	MKT4634 Fundamentals of Public Relations
MKT4625 Advertising Management and Integrated Mark	MKT4637 Event Marketing
MKT3638/ CB3800 Marketing Internship/ Business Practice Internship	MKT3600 China Business Workshop
MKT4622 Services Marketing	MKT4604 Marketing in China
MKT4624 Retail Management	MKT4605 International Marketing
MKT4639 Marketing Diagnostic Residential Trip	MKT4633 Cultural Advertising
MKT4651 Advanced Marketing Seminar II	MKT4629 Social Media Marketing
MKT4674 Advanced Internship	MKT4610 Customer Relationship Management
One course from any CB major	

MKT major zero-credit course requirement:

One of the following courses:

MKT2643A	Active Learning for Professional Marketing
MKT1641	Exchange Learning and Reflection
MKT1671	Internship I
MKT2672	Internship II
MKT3673	Internship III