

First Major in Information Management (Internet Services and Social Networks Stream) - Second Major in Management (Strategy and International Management Stream) (BBAU4 for 2023/24 cohort)
Effective from Catalogue Term: Sem A 2024/25

Year	Sem	Course					
1	A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Microeconomics	Either Sem A / B CB2500 Information Management	Either Sem A / B CB2601 Marketing	GE1401 University English or EAP	Either Sem A / B CHIN1001 University Chinese I
	B	Either Sem A / B CB2240 Introduction to Business Programming in Python	Either Sem A / B CB2100 Introduction to Financial Accounting	CB2300 Management	Either Sem A / B CB2200 Business Statistics	GE2402 English for Business Communication or EAP	
2	A	Either Sem A / B CB2203 Data-driven Business Modeling	CB2101 Introduction to Managerial Accounting	CB2402 Macroeconomics	IS3331 Database Management	MGT3306 Organizational Behavior and Human Resources Management	GE1401 University English (for students taken EAP)
	B	Either Sem A / B CB3043 Business Case Analysis and Communication	Either Sem A / B CB3410 Financial Management	IS3430 Systems Analysis and Design	GE1501 Chinese Civilization – History & Philosophy	MGT 2nd Major Elective 1	GE2402 English for Business Communication (for students taken EAP)
3	A	IS2505 e-Business	IFMG 2nd Major Elective 1	IFMG 2nd Major Elective 2 MGT2324 Introduction to Entrepreneurship	MGT3305 Corporate Social Responsibility	MGT4227 International Business	
	B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MGT Stream Elective 1	MGT Stream Elective 2	
4	A	GE	IS4532 Global Project Management	IS4340 Search Engine Optimization	MGT Stream Elective 3	GE	
	B	GE	Either Sem A / B CB4303 Strategy and Policy	IS4538 O2O Services	MGT 2nd Major Elective 2	MGT 2nd Major Elective 3	

Points to Note:

- Double-major students: **30 credit units** for Major cores / Major Electives from **home department**
- at least 27 credit units** for Major cores / Major electives from **second major department**

Minimum Credits Required for CB double major students

GE (21 CU): GE courses (12 CU) + College-specified courses (9 CU)

GE (9 CU): 2 ENGL + CCIV

College Requirement (42 CU): College Core (33 CU)

First Major Requirement (30 CU): Major core / major elective courses

Second Major Requirement (27 CU): Major core / major elective courses

Minor/Free Electives (0 CU - 24 CU)

Min. Total: 120 CU

Max. Allowable: 144 CU

*CU = Credit Units

IS Major Electives (Credit Units)

+ Subject to fulfilling pre-requisite requirements

IS2022 Business Programming with Spreadsheet (3)
 IS2239 Data Structure and Algorithms (3)
 IS3101+ Cryptocurrency and Blockchain (3)
 IS3230 Java Programming for Business (3)
 IS4030 Website Design for e-Commerce (3)
 IS4032 Mobile Apps (3)
 IS4238 / IS4239 Internship I / II (3)
 IS4636 Business Process and Service Management (3)
 IS4837 Delivery Systems for Financial Services (3)
 IS4937+ / IS4938+ Information Management Consulting Project I / II (3)
 IS4940 Global Technology Entrepreneurship and Innovation (3)
 CB3800+ Business Practice Internship (3)
 XXXXXX Any one Core course from other BBA Majors (3)

MGMT Second Major Electives: Students are required to take 3 electives from the following list:

MGT3302 Interactive Skills Workshop for Business
 MGT4314 Negotiation
 MGT4315 Leadership
 MGT4800 Management Summer Internship
 MGT4305 Developing and Presenting a Business Plan
 XXXXXX Any one Core course from other BBA majors

MGMT Stream Electives: Students are required to take 3 electives from the following list within their chosen stream:

SIM Stream:
 MGT4313 Strategic Entrepreneurship
 MGT4312 Launching Business in Asia Pacific
 MGT4310 Managing Multinationals
 MGT4311 Advanced Strategic Analysis
 MGT3422 Product and Service Innovation Management

IS/MGT Department reserves the right to make adjustments to the course offering pattern whenever appropriate. Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.