

BBAMGMT (SIM Stream) 4-year Programme Structure - Second Major GOM (BBAU4 for 2023 cohort)
Effective from Catalogue Term: Sem A 2024/25

Yr/Sem							Offer Year
1A	Sem A & B CB2201 Operations Management	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	Sem A & B GE1401 University English or EAP1 (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2023/24
1B	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	Sem A & B GE2402 English for Business Communication or EAP2 (Note 1)		
2A	CB2402 Macro-Economics	MGT4227 International Business	CB2200 Business Statistics	MGT3306 Organizational Behaviour & Human Resources Management	MGT2324 Introduction to Entrepreneurship	GE1401 University English (for students taken EAP)	2024/25
2B	CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	MS3127 Global Business Logistics	MS3253 Operations Analytics	GE1501 Chinese Civilization – History & Philosophy	GE2402 English for Business Communication (for students taken EAP)	
3A	CB2203 Data-Driven Business Modeling	MGT3305 Corporate Social Responsibility	CB2101 Introduction to Managerial Accounting	MS3124 Global Supply Chain Management	MS3322 Quality Management		2025/26
3B	CB3043 Business Case Analysis and Communication	MGT Stream Elective	MGT Stream Elective	GOM Major Elective	GOM Major Elective		
4A	CB4303 Strategic Management	MGT Stream Elective	MGMT Major Elective	MS4306 Best Practices in Global Operations Management	GE (Note 2)		2026/27
4B	MGMT Major Elective	MGMT Major Elective	GOM Major Elective	MS3123 Workshop on Global Operations and Supply Chain Management Practices	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 BOM: 9 courses (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.

MGT Major Electives: Students are required to take 3 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 within their chosen stream:

SIM

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

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

Group A - Major Electives* (0 - 3 credit units)

LCXXXX Japanese Language/ Korean/ French/ German/ Spanish
(offered by Chan Feng Men-ling Chan Shuk-lin Language Centre)

Group B - Major Electives (0 - 3 credit units)

CS2360 Java Programming

CS3402 Database Systems

XXXX Any one of the Core or Elective courses from other BBA Majors

Group C - Major Electives (3 - 9 credit units)

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 fulfil the internship/consultancy project/research project requirement in accordance with the requirements stipulated by the college.