

Yr/Sem						
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)	
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	MKT4628 Digital Marketing	GE (Note 2)	GE1401 University English (for students taken EAP)
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	MKT3603 Consumer Behavior	MS3111 Data Analytics with Excel VBA	BDAN Second Major Elective [Ⓢ] or share a First Major course	GE2402 English for Business Communication (for students taken EAP)
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	MKT3602 Marketing Research	MKT Elective	MS3227 Probability Theory in Decision Making	MS3251 Analytics using SAS	
3B	GE – College-specified course: CB3043 Business Case Analysis and Communication	MKT4606 Strategic Marketing	MKT Elective	MS3252 Regression Analysis	MS4226 Financial Risk Analytics	
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective	GE (Note 2)	MS4224 Enterprise Data Mining	MS3128 Managerial Decision Analytics	GE1501 Chinese Civilization – History & Philosophy
4B	CB4303 Strategic Management	MKT Elective	MKT Elective	MS4252 Big Data Analytics	BDAN Second Major Elective [Ⓢ]	

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

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Core (33 CU)

Major1 MKT: 10 Major courses (30 CU)

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

Required 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.

MKT Second Major Electives:

Major Electives: Students who have not declared a stream must choose at least 2 electives from Group A

Group A:

MKT3607 Design Thinking and Creativity in Marketing

MKT4650 Designing Brands and Customer Experience

MKT4652 Designing and Developing Innovative Products

MKT3608 Marketing Intelligence and Applications of Analytics