

BBAMKT 4-year Programme Structure 2023 Intake - Second Major GOM

Proposed

Yr/Sem							Offer Year
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)	2023/2024
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	GE1501 Chinese Civilization – History & Philosophy	GE1401 University English (for students taken EAP)	2024/2025
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	MS3253 Operations Analytics	MS3127 Global Business Logistics	MKT3603 Consumer Behavior	GE2402 English for Business Communication (for students taken EAP)	
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	MKT3602 Marketing Research	MKT Elective (note 4)	MS3124 Global Supply Chain Management	MS3322 Quality Management		2025/2026
3B	GE – College-specified course: CB3043 Business Case Analysis and Communication	MKT4606 Strategic Marketing	MKT Elective (note 4)	GOM Elective (note 5)	GOM Elective (note 5)		
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective (note 4)	GOM Elective (note 5)	MS4306 Best Practices in Global Operations Management	GE (Note 2)		2026/2027
4B	CB4303 Strategic Management	MKT Elective (note 4)	MKT/ GOM Elective (note 4 & 5)	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)

Major: 10 Major courses (30 CU)

Second Major BANL: 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.

Note 4:

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

MKT4681 Data Strategy for Marketing

MKT4636 Customer Analytics

MKT4680 Digital Marketing Tools and Analytics

Group B:

MKT4623 Selling and Sales Management

MKT4625 Advertising Management and Integrated Marketing Commur

MKT3638/ CB3800 Marketing Internship/ Business Practice Internship

MKT4622 Services Marketing

MKT4624 Retail Management

MKT4639 Marketing Diagnostic Residential Trip

MKT4651 Advanced Marketing Seminar II

MKT4674 Advanced Internship

One course from any CB major

MKT4634 Fundamentals of Public Relations

MKT4637 Event Marketing

MKT3600 China Business Workshop

MKT4604 Marketing in China

MKT4605 International Marketing

MKT4633 Cultural Advertising

MKT4629 Social Media Marketing

MKT4610 Customer Relationship Management

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

GOM Major Electives: Students are required to take 4 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-in Language Centre)

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

CS2380 Java Programming

CS3402 Database Systems

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

Group C - Major Electives (6 - 12 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.