

**BBA Global Business - 4 Year Structure**  
Effective from Catalogue Term: Semester A 2016/2017

Yr/Sem						Offer Year	
1A	Either Sem A / B CB2100 Introduction to Financial Accounting	Either Sem A / B CB2601 Marketing	Either Sem A / B CB2300 Management	GE (Note 2)	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2016
1B	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Microeconomics	Either Sem A / B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)		2017
2A	CB3302 International Corporate Social Responsibility	CB3601 Global Perspectives on Contemporary Issues	CB4305 International Business	CB3042 China Business Environment	CB3602 Global Business Culture and Management	GE2402 English for Business Communication (for students taken EAP)	2017
2B	CB3410 Financial Management	College Elective	GE (Note 2)	GE (Note 2)	Major Elective A		2018
3A	CB2402 # Macroeconomics	CB2101 # Introduction to Managerial Accounting	CB2200 # Business Statistics	Minor 2 (Note 4)	GE1501 Chinese Civilization – History & Philosophy		2018
3B	College Elective	College Elective	College Elective	Minor 3 (Note 4)	Free Elective		2019
4A	CB4303 Strategy and Policy	Minor 1 (Note 4)	CB4601 Global Marketing	Minor 4 (Note 4)	Major Elective B		2019
4B	CB4301 Cross-Cultural Negotiations	CB4604 Global Business Consultancy Project	CB4304 Entrepreneurship in Emerging Economies	Minor 5 (Note 4)	Major Elective B		2020

**Minimum Credits Required**

GE: 4 GE courses + 3 College Electives (21 CU)  
 GE: 2 ENGL + CCIV (9 CU)  
 College: 8 College Core + 1 College Elective (27 CU)  
 Major: 9 Major courses + 3 College required courses# + 3 Major Electives (45 CU)  
 Minor/Electives: 5 courses (15 CU)  
 Free Elective: 1 course (3 CU)  
**Min. Total: 40 courses (120 CU)**  
**Max. Allowable: 48 courses (144 CU)**

**Individual Class**

**Note:**

**(1) English Language Requirement:**

Students admitted with HKDSE English Level 3 or equivalent are required to complete two 3-credit EAP courses, EL0200A English for Academic Purposes 1 and EL0200B English for Academic Purposes 2, prior to taking the 2 GE English courses (GE1401 and GE2402).

*Note: Students who demonstrate that they have achieved a grade B or above in their overall course results for EL0200A will achieve 3 credits and also be considered to have satisfied the pre-requisite for entry to the GE English courses without needing to take EL0200B.*

**(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.**

**Major Electives: Students are required to take ONE elective from Group A and TWO electives from Group B:**

**Group A**

LC2930 Japanese Language: Level 1  
 LC2973 Korean I  
 LC2956 Mandarin for Non-Chinese Speakers I  
 LC2401 French 1  
 LC2501 German 1  
 LC2601 Spanish 1

**Group B**

AC3252 Accounting and Taxation Systems in the Chinese Mainland  
 AC4251 Taxation and Tax Planning \*  
 EF3460 Asia-Pacific Economies \*  
 EF3461 Economies of China (Mainland) and Hong Kong \*  
 EF4331 International Finance and Banking \*  
 EF4473 International Trade \*  
 IS3501 Cybersecurity for Business  
 IS4543 Risk Management and Information Systems Control  
 LW2903 Business and Law  
 MGT4305 Developing and Presenting a Business Plan

MGT4310 Managing Multinationals \*  
 MGT4312 Launching Business in Asia Pacific \*  
 MKT3660 Global Business Internship \*  
 MKT4604 Marketing in China \*  
 MKT4628 Digital Marketing \*  
 MKT4633 Cultural Advertising \*  
 MKT4661 Global Business Diagnostic Residential Trip  
 MS3111 Quantitative Business Analysis with Visual Basic for Applications  
 MS3124 Global Supply Chain Management  
 MS3431 Procurement and Sourcing \*

\* Subject to fulfillment of pre-requisite requirement(s).

**This document is subject to change without prior notice.**

**Last Update: 22 Sep 2020**

BBAU4 (GBU)