

BBA Global Business - 4 Year Structure
Effective from Catalogue Term: Semester A 2020/2021 (2020 intake)

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)	2020
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)		2021
2A	CB3302 International Corporate Social Responsibility	CB4305 International Business	MKT3601 China Business Environment	CB3602 Global Business Culture and Management	GE (Note 2)	GE2402 English for Business Communication (for students taken EAP)	2021
2B	CB3410 Financial Management	CB3601 Global Perspectives on Contemporary Issues	College Elective (Note 5 Area 1-4)	Major Elective	Minor 1 (Note 4)	GE1401 University English (for students taken EAP)	2022
3A	CB2402 Macroeconomics	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	GE1501 Chinese Civilization – History & Philosophy	Minor 2 (Note 4)		2022
3B	College Elective (Note 5 Area 1-4)	College Elective (Note 5 Area 1-4)	College Elective (Note 5 Area 1-4)	Free Elective	Minor 3 (Note 4)		2023
4A	CB4301 Cross-Cultural Negotiations MGT4314 Negotiation*	CB4601 Global Marketing	GE (Note 2)	College Elective (Note 5 Area 5)	Minor 4 (Note 4)	Summer and Sem A CB4605 Business Consultancy Project (for students would not take CB4604 Global Business Consultancy Project)	2023
4B	CB4303 Strategy and Policy	CB4604 Global Business Consultancy Project (for students not taken CB4605 Business Consultancy Project)	CB4304 Entrepreneurship in Emerging Economies MGT4313 Strategic Entrepreneurship*	College Elective (Note 5 Area 5)	Minor 5 (Note 4)		2024

Minimum Credits Required

GE: 4 GE Courses + 3 College Electives (Note 5 Area 1-4) (21 CU)

GE: 2 ENGL + 1 CCIV (9 CU)

College: 11 College Core + 1 College Elective (Note 5 Area 1-4) + 2 College Elective (Note 5 Area 5) (42 CU)

Major: 9 Major Core courses + 1 Major Elective (30 CU)

Free Electives/Minor: 6 courses (18 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, LC0200A English for Academic Purposes 1 and LC0200B 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 LC0200A 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 LC0200B.

(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.

(5) College Electives

Students are required to take 6 courses (18 CU) from the College elective list:

3 College Electives Courses (9 CU) are to fulfill the GE Requirements in form of College-specified Courses (9 CU from Areas 1-4);

3 College Electives Courses (9 CU) are to fulfill the College Requirements (3 CU Areas 1-4; 6 CU from Area 5 below)

Area 1: Mathematics and Modeling

Area 2: Programming and Technology

Area 3: Law and Communications

Area 4: Business (I)

Area 5: Business (II)

(6) *Equivalent course of CB4301 Cross-Cultural Negotiations and CB4304 Entrepreneurship in Emerging Economies respectively.

Major Elective: Students are required to take ONE course

LC2930 Japanese Language: Level 1

LC2973 Korean I

LC2956 Mandarin for Non-Chinese Speakers I

LC2401 French 1

LC2501 German 1

LC2601 Spanish 1

This document is subject to change without prior notice.

Last Update: 20 Apr 2022

BBAU4 (GBU) - 2020 Intake