

BBA Global Business - 4 Year Structure
Effective from Catalogue Term: Semester A 2021/2022 (2021 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	College-specified Course - CB2203 Data-driven Business Modeling	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2021 2022
1B	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Microeconomics	Either Sem A / B CB2500 Information Management	Major Elective	GE2402 English for Business Communication or EAP (Note 1)	CB3601 Global Perspectives on Contemporary Issues (Note 5)	
2A	CB3302 International Corporate Social Responsibility MGT3305 Corporate Social Responsibility*	CB4305 International Business MGT4227 International Business*	MKT3601 China Business Environment	Free Elective	College-specified Course - CB2240 Introduction to Business Programming in Python	GE2402 English for Business Communication (for students taken EAP)	2022 2023
2B	CB3410 Financial Management	College Elective	MKT4636 Customer Analytics	College Elective	College-specified Course - CB3043 Business Case Analysis and Communication	GE1401 University English (for students taken EAP)	
3A	CB2402 Macroeconomics	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	GE1501 Chinese Civilization – History & Philosophy	Minor 1 (Note 4)	Note 6	2023 2024
3B	CB4604 Global Business Consultancy Project (for students would not take CB4605 Business Consultancy Project)	GE (Note 2)	MGT4307 People and HR Analytics	Minor 2 (Note 4)	Minor 3 (Note 4)		
4A	CB4301 Cross-Cultural Negotiations MGT4314 Negotiation*	CB4601 Global Marketing	GE (Note 2)	College Elective	Minor 4 (Note 4)	Summer and Sem A CB4605 Business Consultancy Project (for students would not take CB4604 Global Business Consultancy Project)	2024 2025
4B	CB4303 Strategy and Policy	GE (Note 2)	GE (Note 2)	Minor 5 (Note 4)			

Minimum Credits Required

GE: 4 GE courses (Area 1-3) + 3 College-specified Courses (21 CU)
 GE: 2 ENGL + 1 CCIV (9 CU)
 College: 11 College Core + 3 College Electives (42 CU)
 Major: 9 Major Core Courses + 1 Major Electives (30 CU)
 Free Electives/Minor: 6 courses (18 CU)
Min. Total: 40 courses (120 CU)
Max. Allowable: 48 courses (144 CU)

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

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) This course is currently scheduled in June and is conducted in the form of a 7-10 day study tour.

(6) Students are advised to go for exchange studies in Sem 2B and 3A.

(7) *Equivalent course of CB3302 International Corporate Social Responsibility, CB4301 Cross-Cultural Negotiations and CB4305 International Business respectively.

This document is subject to change without prior notice.

Last Update: 20 Apr 2022

BBAU4 (GBU) - 2021 Intake and thereafter