

BBA Global Business - 4 Year Structure
for Normative 4-Year Students of Catalogue Term of Semester A 2021/2022 and Thereafter

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 6)	
2A	CB3302 International Corporate Social Responsibility MGT3305 Corporate Social Responsibility*	CB4305 International Business MGT4227 International Business*	MKT3601 China Business Environment	Minor 1 / Free Elective 1 (Note 5)	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 (Note 4)	MKT4636 Customer Analytics	College Elective (Note 4)	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 2 / Free Elective 2 (Note 5)		2023 2024
3B	MGT4307 People and HR Analytics	GE (Note 2)	Minor 3 / Free Elective 3 (Note 5)	Minor 4 / Free Elective 4 (Note 5)	Minor 5 / Free Elective 5 (Note 5)		
4A	CB4301 Cross-Cultural Negotiations MGT4314 Negotiation*	CB4601 Global Marketing	GE (Note 2)	College Elective (Note 4)	CB4604 Global Business Consultancy Project (for students would not take CB4605 Business Consultancy Project)		2024 2025
4B	CB4303 Strategy and Policy	GE (Note 2)	GE (Note 2)	Minor 6 / Free Elective 6 (Note 5)	Sem B and Summer Term CB4605 Business Consultancy Project (for students would not take CB4604 Global Business Consultancy Project)		

Note 7

Minimum Credits Required

GE: 4 GE Courses (area 1-3) + 3 College-specified Courses (12 CU + 9 CU)
 GE: 2 ENGL + 1 CCIV (6 CU + 3 CU)
 College: 11 College Core + 3 College Electives (33 CU + 9 CU)
 GBU Major: 9 Major Core Courses + 1 Major Elective (27 CU + 3 CU)
 Free Electives/Minor: 6 courses (18 CU)
Min. Total: 40 courses (120 CU)
Max. Allowable: 48 courses (144 CU)

Individual Class for GBU Students

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

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 distributional 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) College Elective Requirement

Students are required to take 3 courses from the College Elective list.
 For students declaring second major, 9 credit units of College Elective will be exempted. These 9 credit units can be used to fulfill the second major requirement.
 If students fail to complete the second major requirement in the end, they are still required to complete the College Elective requirement mentioned above.

(5) Minor / Free Elective Requirement

Students who do not choose a minor are required to take Elective courses.

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

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

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

(9) For BBA students, in the case that the same course being offered in the Major and in College Elective, the credit units earned will count only once, for fulfilling the Major requirement, then for fulfilling the College requirement. Students have to take another College Elective course to make up for the freed credit units. Students are responsible for ensuring the College and Major requirements being fulfilled to obtain graduation qualification.