

**BBA Global Business — 4-Year Suggested Study Plan**  
for Normative 4-Year Students of Catalogue Term of Semester A 2023/2024 and Thereafter

| Yr/Sem |   |  |   |   |  |   | Offer Year   |
|--------|---|--|---|---|--|---|--------------|
| 1A     | Either Sem A / B<br>CB2100 Introduction to Financial Accounting | Either Sem A / B<br>CB2601 Marketing         | Either Sem A / B<br>CB2300 Management   | CB2200<br>Business Statistics                         | GE1401 University English or EAP (Note 1)  | Either Sem A or B<br>CHIN1001 University Chinese I (Note 3)   | 2023<br>2024 |
| 1B     | Either Sem A / B<br>CB2201<br>Operations Management             | Either Sem A / B<br>CB2400<br>Microeconomics | Either Sem A / B<br>CB2500<br>Information Management  | GE<br>(Note 2)  | GE2402 English for Business Communication or EAP (Note 1)                        | CB3601 Global Perspectives on Contemporary Issues (Note 5)  |              |
| 2A     | CB3305<br>Corporate Social Responsibility                       | MKT3602<br>Marketing Research                | CB3601<br>China Business Environment  | CB2101 Introduction to Managerial Accounting          | College-specified Course - CB2240 Introduction to Business Programming in Python | GE2402 English for Business Communication (for students taken EAP)  | 2024<br>2025 |
| 2B     | CB3410<br>Financial Management                                  | CB3041<br>Financial Statement Analysis       | College Elective / Second Major Course (Note 4)   | College Elective / Second Major Course (Note 4)       | College-specified Course - CB3043 Business Case Analysis and Communication       | GE1401 University English (for students taken EAP)  |              |
| 3A     | CB2402<br>Macroeconomics  | Major Elective                               | Second Major Course   | Second Major Course                                   | College-specified Course - CB2203 Data-driven Business Modeling                  |   | 2025<br>2026 |
| 3B     | Major Elective  | Second Major Course                          | Second Major Course   | GE1501<br>Chinese Civilization – History & Philosophy | CB4606<br>Social Innovation and entrepreneurship                                 | Sem B and Summer Term<br>CB4605 Business Consultancy Project (for students who would not take CB4604 Global Business Consultancy Project) (Note 7 and Note 8) |              |
| 4A     | Second Major Course   | CB4601<br>Global Marketing                   | CB4604 Global Business Consultancy Project (Students are suggested to take CB4604) (Note 8) | College Elective / Second Major Course (Note 4)       | GE<br>(Note 2)   |   | 2026<br>2027 |
| 4B     | CB4303<br>Strategy and Policy                                   | Second Major Course                          | Second Major Course   | GE<br>(Note 2)  | GE<br>(Note 2)   |   |              |

**Minimum Credit Units Requirement**

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 Requirement: 8 Major Core Courses + 2 Major Electives (24 CU + 6 CU)

Second Major: Major Core / Major Electives (30 CU)

Min. Total: 41 courses (123 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) This course will be scheduled in May/June and is conducted in the form of a 7-10 day study tour.**

**(6) Students are advised to go for exchange study in Sem 2B or 3A.**

**(7) CB4605 is a two-semester (6 credits) course. Students taking CB4605 will be exempted from 1 major core course.**

**(8) CB4604 and CB4605 can be used to fulfill the internship/ consultancy project/ research project requirement.**

**(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.