

**Information Management with BI, ISA and ISSN Streams — 4-Year Suggested Study Plan  
 for Normative 4-Year Students of Catalogue Term of Sem A 2019/20 and Thereafter**

Yr/Sem							Offer Year
1A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Micro-Economics	Either Sem A / B CB2500 Information Management (I)	GE (Note 4)	GE1401 / EL0200A University English or EAP (Note 1)	Either Sem A / B CHIN1001 University Chinese I (Note 2)	2019 2020 2021 2022
1B	Either Sem A / B CB2100 Introduction to Financial Accounting	Either Sem A / B CB2300 Management	Either Sem A / B CB2601 Marketing	CB2200 Business Statistics	GE2402 / EL0200B English for Business Communication or EAP (Note 1)		
2A	CB2402 Macro-Economics	GE1501 Chinese Civilization – History and Philosophy	IS3331 Database Management (I)	CB2101 Introduction to Managerial Accounting	GE (Note 4)	GE2402 English for Business Communication (for students taken EAP)	2020 2021 2022 2023
2B	IS2505 E-Business	CB3410 Financial Management	IS3430 Systems Analysis and Design (I)	College Elective (Note 6)	Minor 1 / Elective 1 (Note 5)	GE1401 University English (for students taken EAP)	
3A	Stream in BI IS3100 Techniques for Big Data	Stream in BI IS2240 Python Programming for Business	College Elective (Note 6)	College Elective (Note 6)	Minor 2 / Elective 2 (Note 5)		2021 2022 2023 2024
	Stream in ISA IS3501 Cybersecurity for Business (I)	Stream in ISA IS4435 Governance & Regulatory Compliance for Financial Information Systems (I)					
3B	Stream in ISSN IS Elective 1 (Note 3)	Stream in ISSN IS Elective 2 (Note 3)	GE (Note 4)	Stream in BI & ISA College Elective (Note 6)	Minor 3 / Elective 3 (Note 5)		
	Stream in ISSN IS2502 Social Media and Social Networks			Stream in ISSN IS4246 Digital Marketing and Customer Relationship Management			
4A	IS4532 Global Project Management (I)	Stream in BI & ISA IS Elective 2 (Note 3)	Free Elective (Note 7)	Stream in BI IS4834 Business Intelligence and Analytics	Minor 4 / Elective 4 (Note 5)		2022 2023 2024 2025
		Stream in ISSN IS4340 Search Engine Optimization		Stream in ISA & ISSN College Elective (Note 6)			
4B	CB4303 Strategy & Policy	Stream in BI IS4335 Data Visualization	Stream in BI & ISSN College Elective (Note 6)	College Elective (Note 6)	Minor 5 / Elective 5 (Note 5)		
		Stream in ISA IS4537 Information Systems Audit (I)	Stream in ISA IS4543 Risk Management and Information Systems Control (I)				
		Stream in ISSN IS4538 O2O Services					

Minimum Credits Required (Credit Units)\*

GE: 4 GE courses (12 CU) +  
3 College Electives (9 CU)  
GE English - 2 courses (6 CU)  
GE1501 - 1 course (3 CU)  
College: 11 College Core (33 CU) + 3 College Electives (9 CU)#  
Major: 8 IFMG Major Core (24 CU) + 2 IFMG Major Electives (6 CU)  
Free Elective - 1 course (3 CU)  
Electives/Minor - 5 courses (15 CU)

# For students declaring double major, 3 CU of College Elective (Areas 1~4) and 6 CU of College Elective (Area 5) will be exempted.

Min. Total: 40 courses (120 CU)  
Max. Allowable: 48 courses (144 CU)

\* CU = Credit Units

Streams

BI - Business Intelligence  
ISA - Information Systems Auditing  
ISSN - Internet Services and Social Networks

(I): ISACA Model Curriculum related courses

IS Department reserves the right to make adjustments to the course offering pattern whenever appropriate. Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.

Note

**1. English Language Requirements**

Students admitted with Level 3 or below in HKDSE English OR Grade E or below in HKALE AS in Use of English 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 University English and GE2402 English for Business Communication). EL0200A & EL0200B will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, they will be counted towards the maximum credit units permitted.  
*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. Chinese Language Requirements**

(a) First-year intake students with Level 3 or below in HKDSE Chinese OR Grade E or below in HKALE AS in Chin. Lang. & Culture are required to take CHIN1001 University Chinese I. This course will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, it will be counted towards the maximum credit units permitted.  
(b) First-year intake students with Level 4 or above in HKDSE Chinese OR Grade D or above in HKALE AS in Chin. Lang. & Culture are NOT required to take CHIN1001.  
(c) First-year intake students other than (a) and (b), including mainland and non-local students are NOT required to take CHIN1001.  
3. Students will select 2 courses out of the IS electives pool, from among the **Stream Core courses** of other IFMG Streams, or from among other IS courses as approved by the IFMG Major Leader.

**4. Gateway Education Course Distributional Requirements**

Take at least one course (3 CU) from each of the areas below:

- Area 1: Arts and Humanities
- Area 2: Study of Societies, Social and Business Organizations
- Area 3: Science and Technology

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

6. Students are required to take **6 courses (18 CU)** from the College elective list: **3 college elective courses (9 CU)** are to fulfill the GE requirements in form of College-specified courses (**9 CU must be chosen from Areas 1 ~ 4 below**); and **3 college electives course (9 CU)** are to fulfill the College requirement (**3 CU must be chosen from Areas 1 ~ 4 below; 6 CU must be chosen 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)

**7. Free Elective Requirements**

The remaining credits are to fulfill the credit requirement for graduation, if so required.

IS Electives (Credit Units)

- IS2239 Data Structure and Algorithms (3)
- IS3101+ Cryptocurrency and Blockchain (3)
- IS3230 Java Programming for Business (3) (I)
- IS4030 Website Design for e-Commerce (3)
- IS4032 Mobile Apps (3)
- IS4238 / IS4239 Internship I / II (3)
- IS4636 Business Process and Service Management (3)

+ Subject to fulfilling pre-requisite requirements

- IS4835 Information Management for Financial Services (3)
- IS4837 Delivery Systems for Financial Services (3) (I)
- IS4861+ Machine Learning for Business (3)
- IS4937+ / IS4938+ Information Management Consulting Project I / II (3)
- IS4940 Global Technology Entrepreneurship and Innovation (3)
- CB3800+ Business Practice Internship (3)
- XXXXXX Any one Core course from other BBA Majors (3)

**Information Management with DI Stream — 4-Year Suggested Study Plan  
for Normative 4-Year Students of Catalogue Term of Sem A 2019/20 and Thereafter**

Yr/Sem						Offer Year	
1A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Micro-Economics	Either Sem A / B CB2500 Information Management (I)	GE (Note 4)	GE1401 / EL0200A University English or EAP (Note 1)	Either Sem A / B CHIN1001 University Chinese I (Note 2)	2019 2020 2021 2022
1B	Either Sem A / B CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	Either Sem A / B CB2300 Management	Either Sem A / B CB2601 Marketing	GE2402 / EL0200B English for Business Communication or EAP (Note 1)		
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	IS3331 Database Management (I)	MS3251 Analytics using SAS	MS3252 Regression Analysis	GE2402 English for Business Communication (for students taken EAP)	2020 2021 2022 2023
2B	CB3410 Financial Management	IS2505 E-Business	MS4212 Predictive Analytics and Forecasting	College Elective (Note 6)	Minor 1 / Elective 1 (Note 5)	GE1401 University English (for students taken EAP)	2022 2023
3A	IS3100 Techniques for Big Data	IS2240 Python Programming for Business	GE1501 Chinese Civilization – History and Philosophy	College Elective (Note 6)	Minor 2 / Elective 2 (Note 5)		2021 2022 2023 2024
3B	Major Elective 1 (Note 3)	GE (Note 4)	College Elective (Note 6)	College Elective (Note 6)	Minor 3 / Elective 3 (Note 5)		
4A	Major Elective 2 (Note 3)	IS4834 Business Intelligence and Analytics	Free Elective (Note 7)	GE (Note 4)	Minor 4 / Elective 4 (Note 5)		2022 2023
4B	CB4303 Strategy & Policy	College Elective (Note 6)	College Elective (Note 6)	GE (Note 4)	Minor 5 / Elective 5 (Note 5)		2024 2025

**Minimum Credits Required (Credit Units)\***

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3 College Electives (9 CU)  
GE English - 2 courses (6 CU)  
GE1501 - 1 course (3 CU)  
College: 11 College Core (33 CU) + 3 College Electives (9 CU)#  
Major: 8 IFMG Major Core (24 CU) + 2 IFMG Major Electives (6 CU)  
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**# For students declaring double major, 3 CU of College Elective (Areas 1~4) and 6 CU of College Elective (Area 5) will be exempted.**

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

\* CU = Credit Units

**Stream**

DI - Data Informatics

(I): ISACA Model Curriculum related courses

**Note**

**1. English Language Requirements**

Students admitted with Level 3 or below in HKDSE English OR Grade E or below in HKALE AS in Use of English 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 University English and GE2402 English for Business Communication). EL0200A & EL0200B will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, they will be counted towards the maximum credit units permitted.  
*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. Chinese Language Requirements**

(a) First-year intake students with Level 3 or below in HKDSE Chinese OR Grade E or below in HKALE AS in Chin. Lang. & Culture are required to take CHIN1001 University Chinese I. This course will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, it will be counted towards the maximum credit units permitted.

(b) First-year intake students with Level 4 or above in HKDSE Chinese OR Grade D or above in HKALE AS in Chin. Lang. & Culture are NOT required to take CHIN1001.

(c) First-year intake students other than (a) and (b), including mainland and non-local students are NOT required to take CHIN1001.

3. Students will select 2 courses out of the major electives pool.

**4. Gateway Education Course Distributional Requirements**

Take at least one course (3 CU) from each of the areas below:

- Area 1: Arts and Humanities
- Area 2: Study of Societies, Social and Business Organizations
- Area 3: Science and Technology

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

6. Students are required to take 6 courses (18 CU) from the College elective list: 3 college elective courses (9 CU) are to fulfill the GE requirements in form of College-specified courses (9 CU must be chosen from Areas 1 ~ 4 below); and 3 college electives course (9 CU) are to fulfill the College requirement (3 CU must be chosen from Areas 1 ~ 4 below; 6 CU must be chosen 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)

**7. Free Elective Requirements**

The remaining credits are to fulfill the credit requirement for graduation, if so required.

**Major Electives (Credit Units)**

AC4301+ Corporate Accounting II (3)  
AC4342+ Auditing (3)  
EF3320+ Security Analysis and Portfolio Management (3)  
EF3333+ Financial Systems, Markets and Instruments (3)  
IS4861+ Machine Learning for Business (3)  
IS4940 Global Technology Entrepreneurship and Innovation (3)

MGT4313+ Strategic Entrepreneurship (3)  
MKT3603+ Consumer Behaviour (3)  
MKT3608+ Marketing Intelligence and Applications of Analytics (3)  
MS3224 Business Survey Design (3)  
MS4254+ Statistics for Economics and Finance (3)  
XXXXXX Any one Core or Elective course from other BBA Majors (3)

+ Subject to fulfilling pre-requisite requirements