### BBAIM 4 minus 2 Structure with BI and ISSN Streams (for Senior Yr Intake Admitted to Yr 3)

<table>
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<tr>
<th>Yr/Sem</th>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>1A</td>
<td>CB2000</td>
<td>Accounting 1</td>
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<tr>
<td>1B</td>
<td>GE</td>
<td>Management 1</td>
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<tr>
<td>2A</td>
<td>CB2400</td>
<td>Economics 1</td>
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<tr>
<td>2B</td>
<td>CB2201</td>
<td>Quantitative Methods</td>
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<td>CB2500</td>
<td>Information Management</td>
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<td>3A</td>
<td>IS2505</td>
<td>E-Business</td>
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<td>3B</td>
<td>GE2402</td>
<td>English for Business Communication</td>
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<tr>
<td>4A</td>
<td>IS4532</td>
<td>Outsourcing and Project Management</td>
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<tr>
<td>4B</td>
<td>CB4303</td>
<td>Strategy &amp; Policy</td>
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**Stream in BI**
- CB3800 Business Practice Internship (3)
- IS4246 Digital Marketing and Customer Relationship Management

**Stream in ISSN**
- IS4538 Online Services Management
- IS4835 Information Management for Financial Services

**Stream Elective**
- IS Elective 1 (Note 2)
- IS Elective 2 (Note 2)
- IS Elective 3 (Note 2)

**Minimum Credits Required**
- GE4032 + GE - 4 courses (12 CU)
- College Core - 2 courses (6 CU)
- Major - 15 courses (45 CU)

**Max. Allowable**
- 28 courses (84 CU)

**Credit Exempted**
- GE - 4 courses (12 CU)
- ENGL + CCIV - 2 courses (6 CU)
- College Core - 7 courses (21 CU)
- Minor/Electives - 5 courses (15 CU)
- Chinese - 1 course (3 CU)

**Note**
1. For GE courses, enrol at least 3 credits from each of the 3 areas:
   - Area 1: Arts and Humanities
   - Area 2: Business or Economics, or Social and Business Organizations
   - Area 3: Science and Technology
2. Students will select 3 courses out of the IS electives on the right or any other IS courses as approved by the programme leader.

**Streams**
- BI - Business Intelligence
- ISSN - Internet Services and Social Networks

**IS Electives**
- IS3501 Information Systems Security (3)
- IS4032 Mobile Application for Business Innovation (3)
- IS4130 Multi-Channel Information Management Technologies (3)
- IS4133 Business Data Communications (3)
- IS4237 Social Software for Business (3)
- IS4238 IS4239 Internship I / II (3)
- IS4543 Risk Management and Information Systems Control (3)
- IS4546 Social, Legal and Ethical Issues of the Internet (3)
- IS4636 Business Process Management (3)
- IS4730 Marketing Analytics in the Digital Age (3)
- IS4860 Business Analytics for Marketing (3)
- IS4931 Information Management Development Project (6)
- IS4937+IS4938 Information Management Consulting Project I / II (3)
- CB3800 Business Practice Internship (3)

**Chinese**
- 1 course (3 CU)

**Subject to fulfilling pre-requisite requirements**