

**BBA (Hons) in Information Management with BI, ISSN and ISA Streams (ISA Stream is under temporary suspension for restructuring) — 4-Year Suggested Study Plan for the 2014/2015 Intake**  
Effective from Catalogue Term: Sem A 2015/16

Yr/Sem							Offer Year	
1A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2601 Marketing	CB2400 Micro-Economics	GE (Note 4)	GE1401 University English or EAP (Note 1)	Either Sem A / B CHIN1001 University Chinese I (Note 2)	2014 2015	
1B	Either Sem A / B CB2100 Introduction to Financial Accounting	Either Sem A / B CB2300 Management	CB2500 Information Management (I)	GE (Note 4)	GE2402 English for Business Communication or EAP (Note 1)			
2A	CB3410 Financial Management	Stream in BI IS4835 Information Management for Financial Services Stream in ISSN IS4333 Human-Computer Interaction for Business Stream in ISA LW2903 Business and Law	IS3331 Data Management (I)	College Elective (Note 7)	CB2101 Introduction to Managerial Accounting (Note 6)	IS2505 E-Business	GE1401 University English (for students taken EAP)	2015 2016
2B	Stream in BI & ISA IS4837 Delivery Systems for Financial Services (I) Stream in ISSN IS4246 Digital Marketing and Customer Relationship Management	IS3430 Systems Analysis and Design (I)	GE (Note 4)	College Elective (Note 7)	Minor 1 / Elective 1 (Note 5)		GE2402 English for Business Communication (for students taken EAP)	
3A	Stream in BI IS4834 Business Intelligence and Analytics Stream in ISSN IS4034 Information Products and Services Design Stream in ISA LW3902 The Law Relating to Companies	IS3230 Information Systems Construction (I)	GE (Note 4)	GE1501 Chinese Civilization – History and Philosophy	Minor 2 / Elective 2 (Note 5)			2016 2017
3B	CB2402 Macro-Economics (Note 6)	CB2200 Business Statistics (Note 6)	Stream in BI IS4636 Business Process and Service Management Stream in ISSN IS4538 Online Services Management Stream in ISA IS4537 Information Systems Audit (I)	College Elective (Note 7)	Minor 3 / Elective 3 (Note 5)			
4A	IS4532 Project Management and Outsourcing (I)	IS Elective 1 (Note 3)	Free Elective (Note 8)	College Elective (Note 7)	Minor 4 / Elective 4 (Note 5)			2017 2018
4B	CB4303 Strategy & Policy	IS Elective 2 (Note 3)	IS Elective 3 (Note 3)		Minor 5 / Elective 5 (Note 5)			

**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: 8 College Core (24 CU) + 1 College Elective (3 CU)  
Major: 12 IFMG Major courses (36 CU) +  
3 College required courses (9 CU) (Note 6)  
Free Elective - 1 course (3 CU)  
Electives/Minor - 5 courses (15 CU)

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

\* CU = Credit Units

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

(I): ISACA Model Curriculum related courses

**Note**

**1. English Language Requirements**

First-year intake students who enter with Level 3 in HKDSE English or equivalent are required to take: EL0200 English for Academic Purposes (6 CU, 2 semesters)  
All BBA first-year intake students are required to take:  
GE1401 University English  
GE2402 English for Business Communication

**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.  
(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 3 courses out of the IS electives pool or any other IS courses as approved by the 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 3 College required courses.

**IS Electives (Credit Units)**

- IS2502 Social Media and Social Networks (3)
- IS3501 Privacy and Security of Information Systems (3) (I)
- IS4032 Mobile Apps (3)
- IS4130+ Multi-Channel Information Management Technologies (3)
- IS4133 Cloud Services and Big Data Analytics (3)
- IS4237 Social Network Services for Business (3)
- IS4238 / IS4239 Internship I / II (3)
- IS4435 Governance and Regulatory Compliance for Financial Information Systems (3) (I)
- IS4543 Risk Management and Information Systems Control (3) (I)
- IS4546 Social, Legal and Ethical Issues of the Internet (3)
- IS4730+ Marketing Analytics (3)
- IS4822 Analytics for Financial Services (3)
- IS4860+ Business Intelligence for Marketing (3)
- IS4931+ Information Management Development Project (6)
- IS4937+ / IS4938+ Information Management Consulting Project I / II (3)
- CB3800 Business Practice Internship (3)
- CTL2961 Chinese Communication Skills for Business (3)

7. Students are required to take **4 courses (12 CU)** from the College elective list: **3 college elective courses (9 CU)** are to fulfill the GE requirements in form of College-specified courses; and **1 college elective course (3 CU)** is to fulfill the College requirement  
Area 1: Mathematics and Modeling  
Area 2: Programming and Technology  
Area 3: Law (except for ISA students)  
Area 4: Business and Communications

**8. Free Elective Requirements**

The remaining credits are to fulfill the credit requirement for

+ Subject to fulfilling pre-requisite requirements