### BBA Marketing 4-yr Suggested Study Plan 2019 Intake - Second Major in Information Management (Internet Services and Social Networks Stream)

for Normative 4-Year IFMG 2nd Major Students of Catalogue Term of Sem A 2020/2021

<table>
<thead>
<tr>
<th>Yr/Sem</th>
<th>Group 1: Marketing Communication</th>
<th>Group 2: Innovation and Design</th>
<th>Group 3: Marketing Analytics</th>
<th>Group 4: Other Electives</th>
<th>Other Year</th>
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<tbody>
<tr>
<td>1A</td>
<td>CB2100 Introduction to Managerial Accounting</td>
<td>CB2101 Introduction to Managerial Accounting</td>
<td>CB4303 Strategy and Policy</td>
<td>CB3600 Marketing Internship: Business Practice Internship</td>
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<td>CB2300 Operations Management</td>
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<td>CB4200 Business Statistics</td>
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**Minimum Credits Required:**
- GE: 4 GE courses + 3 College Electives (21 CU)
- GE: 2 ENGL + 2 CCIV (6 CU)
- College: 11 College Core (33 CU)
- MKT Home Major: 10 Major courses (30 CU)
- IFMG (ISSN) 2nd Major: 9 Major courses (27 CU)

**Min. Total: 40 courses (120 CU)**

**Max. Allowable: 48 courses (144 CU)**

**Note:**
1. **English Language Requirement:** Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).
2. **Gateway Education Course Distributional Requirements**
   - Take at least 3 credits from each of the 3 areas:
   - Area 1: Arts and Humanities
   - Area 2: Study of Societies, Social and Business Organizations
   - Area 3: Science and Technology

**Minimum Core Courses:**
- Group 1: Marketing Communication
  - CB4303 Strategy and Policy
  - CB4200 Marketing Internship: Business Practice Internship
- Group 2: Innovation and Design
  - CB4300 Introduction to Managerial Accounting
  - CB4200 Business Statistics
  - CB4200 Micro-Economics
- Group 3: Marketing Analytics
  - CB4300 Introduction to Managerial Accounting
  - CB4200 Business Statistics
  - CB4200 Micro-Economics
- Group 4: Other Electives
  - CB4300 Introduction to Managerial Accounting
  - CB4200 Business Statistics

**Note:**
- Subject to fulfilling pre-requisite requirements
- IS Major Electives (Credit Units)
  - 332259 Data Structure and Algorithms (3)
  - 332935 Information Management for Financial Services (3)
  - 331011 Cryptocurrency and Blockchain (3)
  - 334837 Delivery Systems for Financial Services (3)
  - 332939 Java Programming for Business (3)
  - 334861 Machine Learning for Business (3)
  - 334921 Website Design for e-Commerce (3)
  - 334927 Information Management Consulting Project I (3)
  - 334922 Mobile Apps (3)
  - 334940 Global Technology Entrepreneurship and Innovation (3)
  - 334926 / 334347 Internship I / II (3)
  - 334928 Business Process and Service Management (3)
  - XXXXXX Any one Core course from other BBA Majors (3)

**GE:**
- GE1401 University English I (Note 1)
- GE1402 University English II (Note 3)
- GE2402 Chinese Civilization – History & Philosophy

**College Electives:**
- MKT Home Major Elective 1
- MKT Home Major Elective 2
- MKT Home Major Elective 3
- MKT Home Major Elective 4
- MKT Home Major Elective 5

**Area 1: Arts and Humanities**
- Marketing Communication
- Marketing Analytics

**Area 2: Study of Societies, Social and Business Organizations**
- Innovation and Design
- Marketing Analytics

**Area 3: Science and Technology**
- Marketing Communication
- Marketing Analytics
### 4-Year Suggested Study Plan for BBA Information Management (Internet Services and Social Networks Stream) with a Second Major in Marketing

#### Note
- MKT Home Major students are originally required to complete 5 MKT Major Electives.
- Students admitted with Level 3 or below in HKDSE Chinese OR Grade E or below in HKALE AS in Use of English are required to complete 2-3 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 and EL0200B can 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. 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 units permitted.
- 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 are subject to continuous review and changes without prior notice.
- The 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: EL0200A and EL0200B are subject to continuous review and changes without prior notice.

#### Minimum Credits Required (Credit Units)
- GE: 4 GE courses (12 CU) = [3 College Electives (9 CU) + 1 GE English - 2 courses (6 CU)]
- College: 11 College Core (33 CU)
- GE: 4 GE courses (12 CU) + 3 College Electives (9 CU)
- College Elective: Maximum: 48 courses (144 CU)

### 4-Year Suggested Study Plan

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<tbody>
<tr>
<td>1A</td>
<td>CB2201 Operations Management</td>
<td>CB2400 Micro-Economics</td>
<td>CB2500 Information Management</td>
<td>GE (Note 4)</td>
<td>GE1401 / EL0200A University English or EAP (Note 1)</td>
<td>CHIN1001 University Chinese I (Note 2)</td>
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<td>1B</td>
<td>CB2100 Introduction to Financial Accounting</td>
<td>CB2800 Management</td>
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<td>CB2300 Business Statistics</td>
<td>GE2402 / EL0200B English for Business Communication or EAP (Note 1)</td>
<td>GE1401 University English (for students taken EAP)</td>
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<td>CB2402 Micro-Economics</td>
<td>CB2101 Introduction to Managerial Accounting</td>
<td>GE (Note 4)</td>
<td>IS3331 Database Management</td>
<td>Chinese Civilization – History and Philosophy</td>
<td>GE1401 University English (for students taken EAP)</td>
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<td>College Elective (Note 5)</td>
<td>CB4101 Financial Management</td>
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<td>IS4303 Systems Analysis and Design</td>
<td>MKT 2nd Major Elective 1*</td>
<td>GE2402 English for Business Communication (for students taken EAP)</td>
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<td>3A</td>
<td>College Elective (Note 5)</td>
<td>IFMG Home Major Elective 1 (Note 3)</td>
<td>ISMG (Note 4)</td>
<td>ISMG Home Major Elective 2 (Note 3)</td>
<td>MKT 3602 Marketing Research</td>
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<td>ISMG Home Major Elective 3 (Note 3)</td>
<td>ISMG Home Major Elective 4*</td>
<td>ISMG Home Major Elective 5 (Note 3)</td>
<td>MKT 3606 Consumer Behaviour</td>
<td>ISMG Home Major Elective 4*</td>
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<td>GE (Note 4)</td>
<td>IS2502 Social Media and Social Networks</td>
<td>IS4246 Digital Marketing and Customer Relationship Management</td>
<td>IS4504A Strategic Marketing</td>
<td>MKT 2nd Major Elective 2*</td>
<td>ISMG Home Major Elective 5*</td>
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<td>GE (Note 4)</td>
<td>IS4203 Strategy &amp; Policy</td>
<td>IS4204 Service Design</td>
<td>IS3203 Advanced Marketing Seminar I</td>
<td>MKT4625 Digital Marketing</td>
<td>ISMG Home Major Elective 5*</td>
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