## Business Analysis Major

**to be Started in (Catalogue Term) Semester A 2021/2022 or Semester A 2022/2023, Second Major Catalogue Term Semester A 2022/2023**

**Updated on 10 Mar 2022**

<table>
<thead>
<tr>
<th>Yr/Sem</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>1A</td>
<td>CB2100</td>
<td>Introduction to Financial Accounting</td>
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<td>CB2201</td>
<td>Operations Management</td>
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<td>CB3000</td>
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<td>Introduction to Managerial Accounting</td>
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<td>CB2402</td>
<td>Macro-Economics</td>
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<td>CB3410</td>
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<td>CB3043</td>
<td>Business Case Analysis and Communication</td>
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<td>CB2500</td>
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<td>CB3203</td>
<td>Data-Driven Business Modeling</td>
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<td>CB3204</td>
<td>Business Programming in Python</td>
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<td>CB3402</td>
<td>Marketing</td>
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<td>CB4303</td>
<td>Strategy and Policy</td>
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<td>CB4303</td>
<td>Strategy and Policy</td>
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</table>

### Minimum Credits Required

- GE: 4 GE courses + 3 College-specified courses (21 CU)
- GE: 2 ENGL + CCIV (9 CU)
- College: 11 College Cores (33 CU)
- Major 1: BANL 10 Major courses (30 CU)
- Major 2: IFMG 9 Major courses (27 CU) + 1 shared course with BANL first major

### Stream

- **BANL**: Business Analysis
- **BI**: Business Intelligence

### Note:

**English Language Requirement:**

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course LC0200A and LC0200B English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

**Gateway Education Course Distributional Requirement:**

Take 1 course 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

### 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.

### Stream Core courses

- **BANL Major Electives:** Take 3 electives from Groups A and B, at least 1 must be from Group A

**Group A:**
- MS3204 Business Survey Design
- MS3405 Internship for Business Analysis and Operations Management
- MS4212 Predictive Analytics and Forecasting
- MS4251 Quantitative Analysis for Marketing
- MS4253 Business Analysis Project
- MS4262 Advanced Analytics Using SAS

**Group B:**
- CS2360 Java Programming
- CS2468 Data Structures and Data Management
- IS3240 Advanced Business Programming in Python
- MS3106 Simulation
- MS3135 Business Project Management
- MS3322 Quality Management
- MS4227 Pricing and Revenue Management
- LT3333 Computational Linguistics
- XXXXXX Any one Core course from other BBA Majors with Major Leader’s Approval

**Note:**

- Students will select 2 courses out of the IS electives pool below, from among the Stream Core courses of other IFMG Streams, or from among other IS courses as approved by the IFMG Major Leader.
- IS Second Major Electives (Credit Limit)  
  - IS4200 Business Process and Service Management (3)
  - IS4302 Business Programming with Spreadsheet (3)
  - IS2239 Data Structure and Algorithms (3)
  - IS101 Cryptocurrency and Blockchain (3)
  - IS2236 Java Programming for Business (3)
  - IS4260 Website Design for e-Commerce (3)
  - IS4232 Mobile Apps (3)
  - IS4236 / IS4239 Internship I / II (3)

- **Any overlapped course with the BANL first major is allowed.**
4-Year Suggested Study Plan for BBA Information Management (Business Intelligence Stream) with a Second Major in Business Analysis (Business Analysis Stream)

**for Normative 4-Year BANL 2nd Major Students of Catalogue Term of Sem A 2022/2023**

<table>
<thead>
<tr>
<th>Yr/Sem</th>
<th>Subject Area 1</th>
<th>Subject Area 2</th>
<th>Subject Area 3</th>
<th>Subject Area 4</th>
<th>Offer Year</th>
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<tbody>
<tr>
<td>1A</td>
<td>CB2201 Operations Management</td>
<td>CB2300 Macro-Economics</td>
<td>CB2000 Information Management</td>
<td>CB2001 Marketing</td>
<td>2021</td>
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<td>1B</td>
<td>College-specific Course</td>
<td>CB2205 Introduction to Financial Accounting</td>
<td>CB2300 Management</td>
<td>CB2001 Marketing</td>
<td>2022</td>
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<td>2A</td>
<td>College-specific Course</td>
<td>CB2301 Introduction to Managerial Accounting</td>
<td>CB2400 Micro-Economics</td>
<td>IS2301 Database Management</td>
<td>2023</td>
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<tr>
<td>2B</td>
<td>College-specific Course</td>
<td>CB3010 Business Case Analysis and Communication</td>
<td>CB3100 Money Management</td>
<td>IS3010 Systems Analysis and Design</td>
<td>2024</td>
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<td>3A</td>
<td>GE (Note 4)</td>
<td>CB2050 Business Programming in Python</td>
<td>IS2402 Business Intelligence and Analytics</td>
<td>MS3251 Analytics using SAS</td>
<td>2021</td>
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<tr>
<td>3B</td>
<td>GE (Note 4)</td>
<td>IS3100 Techniques for Big Data</td>
<td>MS3252 Regression Analysis</td>
<td>MS3206 Financial Risk Analytics</td>
<td>2022</td>
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<tr>
<td>4A</td>
<td>GE (Note 4)</td>
<td>IS4022 Global Project Management</td>
<td>IS4051 Machine Learning for Business</td>
<td>*BANL Second Major Elective 2</td>
<td>2023</td>
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<td>4B</td>
<td>GE (Note 4)</td>
<td>CB3030 Strategy &amp; Policy</td>
<td>IS4338 Data Visualization</td>
<td>IS4337 Business Process and Service Management</td>
<td>2024</td>
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</table>

**Minimum Credits Required (Credit Units)**

- GE: 4 GE courses (12 CU) = 12 CU
- GE English: 2 courses (6 CU) = 6 CU
- GE1501: 1 course (3 CU) = 3 CU
- College 11 College Core (33 CU) = 33 CU
- IFMG(BI) Home Major: 10 (FMG) Major courses (30 CU) = 30 CU
- BANL: 2nd Major: 9 BANL Major courses (27 CU) = 27 CU
- (Note 1) Students admitted with Level 3 or below in HKDSE English OR Grade E or below in HKALE 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.

**English Language Requirements**

- (a) First-year intake students with Level 3 or below in HKDSE English OR Grade E or below in HKALE AS in 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.

**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 Chinese are required to complete two 3-credit EAP courses, CHIN1001 Chinese 1 & CHIN1002 Chinese 2, prior to taking the 2 GE Chinese courses (CHN1001 University Chinese 1 and CHN2001 University Chinese 2). CHIN1001 & CHIN1002 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.

- (b) First-year intake students with Level 4 or above in HKDSE Chinese OR Grade D or above in HKALE AS in Chinese are NOT required to take CHN1001.

**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 Social Sciences and Business Organizations
  - Area 3: Science and Technology

**IS Major Electives in Credit Units**

- IS2022 Business Programming with Spreadsheet (3)
- IS2239 Data Structure and Algorithms (3)
- IS3011 Cryptocurrency and Blockchain (3)
- IS3230 Java Programming for Business (3)
- IS4030 Website Design for e-Commerce (3)
- IS4032 Mobile Apps (3)
- IS4228 / IS4239 Internship I / II (3)

- Subject to fulfilling pre-requisite requirements

**BANL - Business Analysis**

- IS3202 Business Survey Design
- IS3485 Predictive Analytics and Forecasting
- IS4201 Quantitative Analysis for Marketing
- IS4203 Business Analysis Project
- IS4206 Advanced Analytics Using SAS

- Any one of the Core Elective courses from other BBA Majors without Major Leader's Approval

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