### Year 1

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>CB1001 Introduction to Financial Accounting</td>
<td>GE1401 University English or EAP</td>
</tr>
<tr>
<td>B</td>
<td>CB2001 Marketing</td>
<td>CB2400 Microeconomics</td>
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### Year 2

<table>
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<tr>
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<tbody>
<tr>
<td>A</td>
<td>CB3002 Microeconomics</td>
<td>CB2501 Introduction to Managerial Accounting</td>
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<tr>
<td>B</td>
<td>CB2400 Microeconomics</td>
<td>CB2506 Business Statistics</td>
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### Year 3

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<tbody>
<tr>
<td>A</td>
<td>GE - College Elective</td>
<td>CB2506 Business Statistics</td>
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<td>CB2506 Business Statistics</td>
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### Year 4

<table>
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<tr>
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<td>GE - College Elective</td>
<td>CB2506 Business Statistics</td>
</tr>
</tbody>
</table>

### Points to Note:

1. Double-major students: 30 credit units for Major cores / Major Electives from home department
2. at least 27 credit units for Major cores / Major Electives from second major department

### Minimum Credits Required for CB double-major students

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
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<tbody>
<tr>
<td>GE</td>
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<tr>
<td>CB</td>
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<tr>
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### Notes:

- Effective from Catalogue Term: Sem A 2021/22
- Updated on 10 Mar 2022
- Program structure, course codes and title, credit units are subject to continuous review and changes without prior notice.
### First Major in Information Management (Internet Services and Social Networks Stream) - Second Major in Marketing (BBAU4 for 2020/21 cohort)

**Effective from Catalogue Term: Sem A 2021/22**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sem</th>
<th>Course</th>
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<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>CB2002 Operations Management</td>
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<td></td>
<td>B</td>
<td>CB2100 Introduction to Financial Accounting</td>
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<td>2</td>
<td>A</td>
<td>CB2402 Microeconomics</td>
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<td></td>
<td>B</td>
<td>CB2101 Introduction to Managerial Accounting</td>
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<td>3</td>
<td>A</td>
<td>GE1501 Chinese Civilization - History &amp; Philosophy</td>
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<td></td>
<td>B</td>
<td>IS2502 Social Media and Social Networks</td>
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<td>4</td>
<td>A</td>
<td>IS4340 Search Engine Optimization</td>
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**Minimum Credit: Required for Double-major students**

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<thead>
<tr>
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<tr>
<td>CB2002</td>
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<td>GE1501</td>
<td>IS2502</td>
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<tr>
<td>IS4340</td>
<td>CB4303</td>
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</table>

**Points to Note:**

1. Double-major students: 30 credit units for Major courses / Major Electives from home department
2. at least 27 credit units for Major courses / Major electives from second major department

Minimum Credits Required for GI-double major students

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Units</th>
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<td>CB2002</td>
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<tr>
<td>CB2402</td>
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</tr>
<tr>
<td>GE1501</td>
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<tr>
<td>IS2502</td>
<td>2</td>
</tr>
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<td>IS4340</td>
<td>3</td>
</tr>
<tr>
<td>CB4303</td>
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**Electives**

<table>
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<tr>
<th>Course</th>
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<tbody>
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<td>CB2402</td>
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</tr>
<tr>
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<td>IS4340</td>
<td>3</td>
</tr>
<tr>
<td>CB4303</td>
<td>3</td>
</tr>
</tbody>
</table>

**Points to Note:**

- Subject to fulfilling pre-requisite requirements
- Subject to changes without prior notice

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**MKT Major Electives:**

- MKT4033 Selling and Sales Management
- MKT4034 Fundamentals of Public Relations
- MKT4035 Event Marketing
- MKT4036 Business Intelligence
- MKT4037 Sales and Service Management
- MKT4038 Sales and Service Management
- MKT4039 Sales and Service Management
- MKT4040 Sales and Service Management
- MKT4041 Sales and Service Management
- MKT4042 Sales and Service Management
- MKT4043 Sales and Service Management
- MKT4044 Sales and Service Management
- MKT4045 Sales and Service Management
- MKT4046 Sales and Service Management
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- MKT4073 Sales and Service Management
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- MKT4075 Sales and Service Management
- MKT4076 Sales and Service Management
- MKT4077 Sales and Service Management
- MKT4078 Sales and Service Management
- MKT4079 Sales and Service Management
- MKT4080 Sales and Service Management
- MKT4081 Sales and Service Management
- MKT4082 Sales and Service Management
- MKT4083 Sales and Service Management
- MKT4084 Sales and Service Management
- MKT4085 Sales and Service Management
- MKT4086 Sales and Service Management
- MKT4087 Sales and Service Management
- MKT4088 Sales and Service Management
- MKT4089 Sales and Service Management
- MKT4090 Sales and Service Management

**MKT Major zero-credit course requirement:**

- Use of the following courses:
  - MKT4033 Selling and Sales Management
  - MKT4035 Event Marketing
  - MKT4037 Sales and Service Management

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**IS Major Electives:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Units</th>
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<td>CB2002</td>
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**Points to Note:**

- Subject to changes without prior notice

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**IS/MKT 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.**

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**Updated on 10 Mar 2022**