



BBA

Information Management

Cohort 2020 – Suggested Study Plan

Apply Artificial Intelligence, Big Data and Cloud Services to solve business problems.

Cutting-Edge IS IFMG



Flexibilities with double majors in accounting, business analysis, finance and marketing.

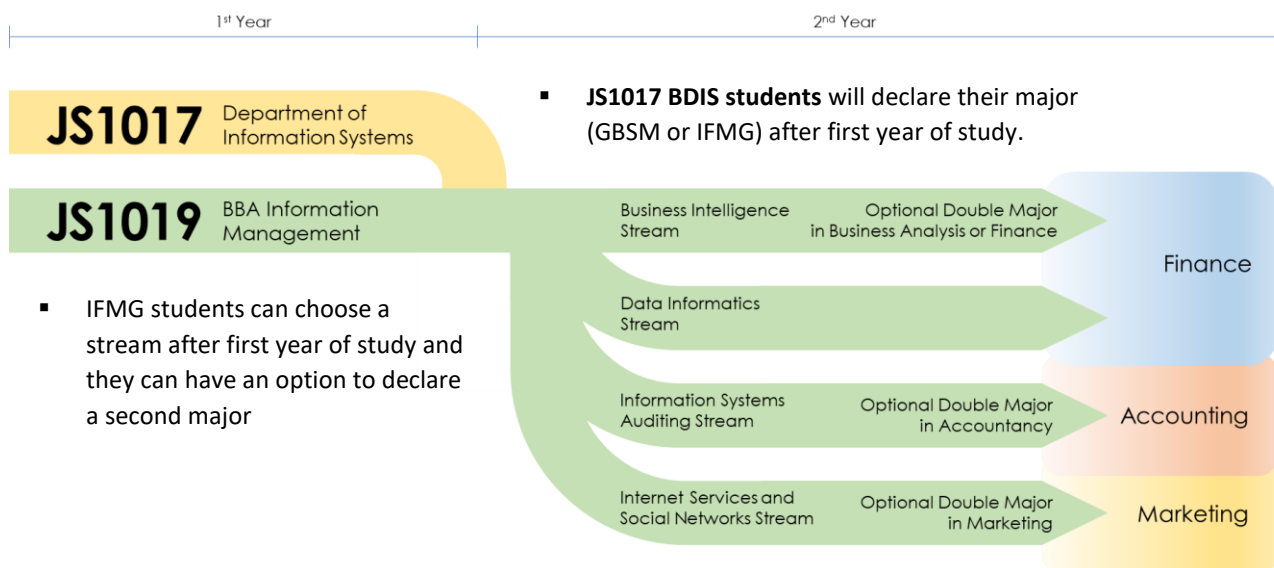
BBA IFMG Suggested Study Plans

BBA Information Management
Cohort 2020

This suggested study plan applies to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2020-21 and thereafter.

Courses and Credits Requirements Overview			BI / ISA / ISSN Stream		DI Stream	
			Courses	Credits (CU)	Courses	Credits (CU)
College	BBA	College Core (P.7)	11	33	11	33
		College Electives (P.7)	3	9	3	9
Major	IFMG	IFMG Core (P.6)	4	12	2	6
		IFMG Stream Core (P.6)	4	12	6	18
		IFMG Electives (P.6)	2	6	2	6
Minor / Elective (P.7)			5	15	5	15
Gateway Education	GE Courses (P.7)		4	12	4	12
	College Electives (P.7)		3	9	3	9
	English [GB1401, GE2402] (P.8)		2	6	2	6
	Chinese Civilization [GE1501]		1	3	1	3
Free Elective ^a			1	3	1	3
University Language Requirements [EL0200A, EL0200B, CHIN1001] (P.8)			0 to 3	-	0 to 3	-
Min. Courses and Credits Requirements ^b			40	120	40	120

Study Roadmap



^a The remaining credits are to fulfil the credit requirement for graduation, if so required.

^b Max. allowable is 48 courses and 144 CU.

BBA Information Management (Business Intelligence Stream)

BBAU4 IFMG-BI Suggested Study Plan
Cohort 2020



Department of
Information Systems
香港城市大學
City University of Hong Kong

Yr/Sem	1 Course = 3 Credits (CU)					
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500* Information Management	GE Course	GE1401 / EL0200A English for Academic Purposes 1	CHIN1001 University Chinese
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 / EL0200B English for Academic Purposes 2	Declare Stream Declare Second Major (optional)
2A	IS3331* Database Management	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	GE Course	GE1501 Chinese Civilization – History and Philosophy	GE2402 English for Business Communication
2B	IS2505 E-Business	IS3430* Systems Analysis and Design	CB3410 Financial Management	College Elective	Minor / Elective	GE1401 University English
3A	IS2240 Python Programming for Business	IS3100 Techniques for Big Data	College Elective	College Elective	Minor / Elective	
3B	IFMG Elective	College Elective	GE Course	GE Course	Minor / Elective	
4A	IS4532* Global Project Management	IS4834 Business Intelligence and Analytics	IFMG Elective	Minor / Elective	Free Elective	
4B	IS4335 Data Visualization	CB4303 Strategy and Policy	College Elective	College Elective	Minor / Elective	

Legends

IFMG Core	4	P.6	College Elective	6	P.7	University Language	3~5	P.8
IFMG-BI Stream Core	4	P.6	GE Course	4	P.7	Chinese Civilization	1	-
IFMG Elective	2	P.6	Minor / Elective	5	P.7	* ISACA Model Curriculum related courses (4 courses)		
College Core	11	P.7	Free Elective	1	-	Second Major Options: Business Analysis or Finance		



BBA IFMG Suggested Study Plan (Cohort 2020)

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Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.

BBA Information Management (Data Informatics Stream)

BBAU4 IFMG-DI Suggested Study Plan
Cohort 2020



Yr/Sem	1 Course = 3 Credits (CU)					
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500* Information Management	GE Course	GE1401 / EL0200A English for Academic Purposes 1	CHIN1001 University Chinese
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 / EL0200B English for Academic Purposes 2	Declare Stream
2A	IS3331* Database Management	MS3251 Analytics using SAS	MS3252 Regression Analysis	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	
2B	IS2505 E-Business	MS4212 Predictive Analytics and Forecasting	CB3410 Financial Management	College Elective	Minor / Elective	GE1401 University English
3A	IS2240 Python Programming for Business	IS3100 Techniques for Big Data	College Elective	College Elective	Minor / Elective	
3B	IFMG-DI Elective	College Elective	GE Course	GE Course	Minor / Elective	
4A	IS4834 Business Intelligence and Analytics	IFMG-DI Elective	GE Course	Minor / Elective	Free Elective	
4B	CB4303 Strategy and Policy	College Elective	College Elective	GE Course	Minor / Elective	

Legends

IFMG-DI Core	2	P.6	College Elective	6	P.7	University Language	3~5	P.8
IFMG-DI Stream Core	6	P.6	GE Course	4	P.7	Chinese Civilization	1	-
IFMG-DI Elective	2	P.6	Minor / Elective	5	P.7			
College Core	11	P.7	Free Elective	1	-			

* ISACA Model Curriculum related courses (2 courses)

BBA Information Management (Information Systems Auditing Stream)

BBAU4 IFMG-ISA Suggested Study Plan
Cohort 2020



Department of
Information Systems
香港城市大學
City University of Hong Kong

Yr/Sem	1 Course = 3 Credits (CU)					
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500* Information Management	GE Course	GE1401 / EL0200A English for Academic Purposes 1	CHIN1001 University Chinese
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 / EL0200B English for Academic Purposes 2	Declare Stream Declare Second Major (optional)
2A	IS3331* Database Management	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	GE Course	GE1501 Chinese Civilization – History and Philosophy	GE2402 English for Business Communication
2B	IS2505 E-Business	IS3430* Systems Analysis and Design	CB3410 Financial Management	College Elective	Minor / Elective	GE1401 University English
3A	IS3501* Cybersecurity for Business	IS4435* Governance & Regulatory Compliance for Financial IS	College Elective	College Elective	Minor / Elective	
3B	IFMG Elective	College Elective	GE Course	GE Course	Minor / Elective	
4A	IS4532* Global Project Management	IFMG Elective	College Elective	Minor / Elective	Free Elective	
4B	IS4537* Information Systems Audit	IS4543* Risk Management and Information Systems Control	CB4303 Strategy and Policy	College Elective	Minor / Elective	

Legends

IFMG Core	4	P.6	College Elective	6	P.7	University Language	3~5	P.8
IFMG-ISA Stream Core	4	P.6	GE Course	4	P.7	Chinese Civilization	1	-
IFMG Elective	2	P.6	Minor / Elective	5	P.7	* ISACA Model Curriculum related courses (8 courses)		
College Core	11	P.7	Free Elective	1	-	Second Major Option: Accountancy		

BBA Information Management (Internet Services and Social Networks Stream)

BBAU4 IFMG-ISSN Suggested Study Plan
Cohort 2020



Department of
Information Systems
香港城市大學
City University of Hong Kong

Yr/Sem	1 Course = 3 Credits (CU)					
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500* Information Management	GE Course	GE1401 / EL0200A English for Academic Purposes 1	CHIN1001 University Chinese
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 / EL0200B English for Academic Purposes 2	Declare Stream Declare Second Major (optional)
2A	IS3331* Database Management	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	GE Course	GE1501 Chinese Civilization – History and Philosophy	GE2402 English for Business Communication
2B	IS2505 E-Business	IS3430* Systems Analysis and Design	CB3410 Financial Management	College Elective	Minor / Elective	GE1401 University English
3A	IFMG Elective	IFMG Elective	College Elective	College Elective	Minor / Elective	
3B	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	GE Course	GE Course	Minor / Elective	
4A	IS4532* Global Project Management	IS4340 Search Engine Optimization	College Elective	Minor / Elective	Free Elective	
4B	IS4538 O2O Services	CB4303 Strategy and Policy	College Elective	College Elective	Minor / Elective	

Legends

IFMG Core	4	P.6	College Elective	6	P.7	University Language	3~5	P.8
IFMG-ISSN Stream Core	4	P.6	GE Course	4	P.7	Chinese Civilization	1	-
IFMG Elective	2	P.6	Minor / Elective	5	P.7	* ISACA Model Curriculum related courses (4 courses)		
College Core	11	P.7	Free Elective	1	-	Second Major Option: Marketing		



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Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.

IFMG Core [12 CU]

IFMG Core		Compulsory	CU
IS2505	E-Business		3
IS3331*	Database Management		3
IS3430*	Systems Analysis and Design		3
IS4532*	Global Project Management		3

IFMG-DI Core [6 CU]

IFMG Core		Compulsory	CU
IS2505	E-Business		3
IS3331*	Database Management		3

IFMG-BI Stream Core [12 CU]

IFMG-BI Stream Core		Compulsory	CU
IS2240	Python Programming for Business		3
IS3100	Techniques for Big Data		3
IS4335	Data Visualization		3
IS4834	Business Intelligence and Analytics		3

IFMG-DI Stream Core [18 CU]

IFMG-DI Stream Core		Compulsory	CU
IS2240	Python Programming for Business		3
IS3100	Techniques for Big Data		3
IS4834	Business Intelligence and Analytics		3
MS3251	Analytics using SAS		3
MS3252	Regression Analysis		3
MS4212	Predictive Analytics and Forecasting		3

IFMG-ISA Stream Core [12 CU]

IFMG-ISA Stream Core		Compulsory	CU
IS3501*	Cybersecurity for Business		3
IS4435*	Governance & Regulatory Compliance for Financial Information Systems		3
IS4543*	Risk Management and Information Systems Control		3
IS4537*	Information Systems Audit		3

IFMG-ISSN Stream Core [12 CU]

IFMG-ISA Stream Core		Compulsory	CU
IS2502	Social Media and Social Networks		3
IS4246	Digital Marketing and Customer Relationship Management		3
IS4340	Search Engine Optimization		3
IS4538	O2O Services		3

IFMG Elective [6 CU]

IFMG Elective		2 Courses, 6 CU	CU
IS2239	Data Structure and Algorithms		3
IS3101*	Cryptocurrency and Blockchain		3
IS3230*	Java Programming for Business		3
IS4030	Website Design for e-Commerce		3
IS4032	Mobile Apps		3
IS4238 / IS4239	Internship I / II		3
IS4636	Business Process and Service Management		3
IS4835	Information Management for Financial Services		3
IS4837*	Delivery Systems for Financial Services		3
IS4861 ^c	Machine Learning for Business		3
IS4937 ^c / IS4938 ^c	Information Management Consulting Project I / II		3
IS4940	Global Technology Entrepreneurship and Innovation		3
CB3800 ^c	Business Practice Internship		3

(Apart from these elective courses, students may also choose to take other Core courses from other BBA Majors.)

IFMG-DI Elective [6 CU]

IFMG-DI Elective		2 Courses, 6 CU	CU
AC4301 ^c	Corporate Accounting II		3
AC4342 ^c	Auditing		3
EF3320 ^c	Security Analysis and Portfolio Management		3
EF3333 ^c	Financial Systems, Markets and Instruments		3
IS4861 ^c	Machine Learning for Business		3
IS4940	Global Technology Entrepreneurship and Innovation		3
MGT4313 ^c	Strategic Entrepreneurship		3
MKT3603 ^c	Consumer Behaviour		3
MKT3608 ^c	Marketing Intelligence and Applications of Analytics		3
MS3224	Business Survey Design		3
MS4254 ^c	Statistics for Economics and Finance		3

(Apart from these elective courses, students may also choose to take other Core courses from other BBA Majors.)

* ISACA Model Curriculum related courses.

^c Subject to fulfilling pre-requisite requirements.

Appendix

a. College Core [33 CU]

College Core		Compulsory	CU
CB2100	Introduction to Financial Accounting		3
CB2101	Introduction to Managerial Accounting		3
CB2200	Business Statistics		3
CB2201	Operations Management		3
CB2300	Management		3
CB2400	Micro-Economics		3
CB2402	Macro-Economics		3
CB2500	Information Management		3
CB2601	Marketing		3
CB3410	Financial Management		3
CB4303	Strategy and Policy		3

b. College Elective

Students are required to take **6 courses (18 CU)** from the College elective list: **3 college elective courses (9 CU)** are to fulfil the GE requirements in form of College-specified courses (**9 CU must be chosen from Areas 1~4** below); and **3 college electives course (9 CU)** are to fulfil the College requirement (**3 CU must be chosen from Areas 1~4** below; **6 CU must be chosen from Area 5** below).

For students declaring double major, **3 CU** of College Elective (Areas 1~4) and **6 CU** of College Elective (Area 5) will be exempted.

College Elective Areas	Students Without Second Major		Students Declaring Second Major	
	GE Req.	College Req.	GE Req.	College Req.
Area 1: Mathematics and Modelling	9 CU	3 CU	9 CU	Exempted
Area 2: Programming and Technology				
Area 3: Law and Communications				
Area 4: Business (I)				
Area 5: Business (II)	-	6 CU	-	Exempted
Credit Requirements	18 CU		9 CU	

c. Minor / Elective

Students who do not choose a minor are required to take elective courses.

d. Gateway Education Course (GE Course)

Take **at least one course (3 CU)** from each of the areas below:

Gateway Education Areas	Area Requirements	Combined Requirements
Area 1: Arts and Humanities	At least 3 CU	12 CU
Area 2: Study of Societies, Social and Business Organizations	At least 3 CU	
Area 3: Science and Technology	At least 3 CU	

e. University Language Requirements (English)

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 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.

Note: 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 for entry to the GE English courses without needing to take EL0200B.

f. University Language Requirements (Chinese)

- 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. 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 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.