

Suggested Study Plan for Normative 4-Year BBA Business Analysis Major - Data Informatics Stream
Cohort 2020, Major to be Started in (Catalogue Term) Semester A 2020/21

Yr/Sem							Offer Year
1A	<u>Sem A or B</u> CB2100 Introduction to Financial Accounting	CB2201 Operations Management	<u>Sem A or B</u> CB2400 Micro-Economics	<u>Sem A or B</u> CB2500 Information Management	GE1401 University English or EAP [#]	<u>Sem A or B</u> CHIN1001 University Chinese I [▲]	2020/2021 (Programme: BDMS or BANL)
1B	<u>Sem A or B</u> CB2300 Management	<u>Sem A or B</u> CB2601 Marketing	CB2200 Business Statistics	GE [*]	GE2402 English for Business Communication or EAP [#]		
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	MS3251 Analytics using SAS	MS3252 Regression Analysis	IS3331 Database Management	GE1401 University English (for students taken EAP)	2021/2022
2B	College Elective [@]	CB3410 Financial Management	GE [*]	MS3227 Probability and Applications in Business	Minor [△]	GE2402 English for Business Communication (for students taken EAP)	
3A	College Elective [@]	IS3100 Techniques for Big Data	IS2240 Python Programming for Business	MS4224 Enterprise Data Mining	Minor [△]		2022/2023
3B	College Elective [@]	College Elective [@]	GE [*]	MS4226 Financial Risk Analytics	Minor [△]		
4A	GE1501 Chinese Civilization – History & Philosophy	College Elective [@]	Major Elective [○]	Free Elective	Minor [△]		2023/2024
4B	CB4303 Strategy and Policy	College Elective [@]	GE [*]	Major Elective [○]	Minor [△]		

Minimum Credits Required

GE: 4 GE courses + 3 College Electives (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores + 3 College Electives (42 CU)

Major 1: BANL 10 Major courses (30 CU)

Minor/Free Electives: 6 courses (18 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

Notes for Requirement:

#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 at least 1 course from each of the three distributional 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.

▲Students who do not choose a minor are required to take Free Electives.

@College Electives Requirement:

Among the 18 credits, 6 credits must be chosen from College Electives Area 5, and the remaining 12 credits must be from at least three areas of College Electives Areas 1-4.

○ Major Electives: Take 2 electives from the following list:

AC4301 Corporate Accounting II

AC4321 Auditing

EF3320 Security Analysis and Portfolio Management

EF3333 Financial Systems, Markets and Instruments

IS2505 E- Business

IS4861 Machine Learning for Business

IS4940 Global Technology Entrepreneurship and Innovation

MGT4313 Strategic Entrepreneurship

MKT3603 Consumer Behaviour

MKT3608 Marketing Intelligence and Applications of Analytics

MS3224 Business Survey Design

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

Suggested Study Plan for Advanced Standing I BBA Business Analysis Major - Data Informatics Stream
Cohort 2020, Major to be Started in (Catalogue Term) Semester A 2020/21

Yr/Sem							Offer Year
1A	CB2100 Introduction to Financial Accounting	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE1401 University English or EAP ^a	CHIN1001 University Chinese I [▲]	2020/2021
1B	CB2300 Management	CB2601 Marketing	CB2200 Business Statistics	CB2402 Macro-Economics	GE2402 English for Business Communication or EAP ^a	GE [*]	
2A	CB2101 Introduction to Managerial Accounting	CB3410 Financial Management	MS3251 Analytics using SAS	MS3252 Regression Analysis	IS3331 Database Management		2021/2022
2B	College Elective [@]	College Elective [@]	GE1501 Chinese Civilisation - History and Philosophy	MS3227 Probability and Applications in Business	Major Elective ^o		
3A	College Elective [@]	MS4224 Enterprise Data Mining	IS2240 Python Programming for Business	IS3100 Techniques for Big Data	Major Elective ^o		2022/2023
3B	College Elective [@]	CB4303 Strategy and Policy	College Elective [@]	GE [*]	MS4226 Financial Risk Analytics		
4A							
4B							

Minimum Credits Required:

GE: 2 GE courses + 2 College Electives (12 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores + 3 College Electives (42 CU)

Major: 10 Major courses (30 CU)

Min. Total: 31 courses (93 CU)

Max. Allowable: 38 courses (114 CU)

Credits Exempted:

GE - 3 courses (9 CU)

Minor/Electives - 6 courses (18 CU)

Notes for Requirement:

#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 2 courses from two different distributional areas. Advanced Standing I students are not allowed to take GE courses offered by their own academic unit.

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.

@College Electives Requirement:

Among the 15 credits, 6 credits must be chosen from College Electives Area 5, and the remaining 9 credits must be from at least three areas of College Electives Areas 1-4.

o Major Electives: Take two electives from the following list:

AC4301 Corporate Accounting II

AC4321 Auditing

EF3320 Security Analysis and Portfolio Management

EF3333 Financial Systems, Markets and Instruments

IS2505 E- Business

IS4861 Machine Learning for Business

IS4940 Global Technology Entrepreneurship and Innovation

MGT4313 Strategic Entrepreneurship

MKT3603 Consumer Behaviour

MKT3608 Marketing Intelligence and Applications of Analytics

MS3224 Business Survey Design

Any one of the Core or Elective courses from other BBA

Majors without Major Leader's Approval

Suggested Study Plan for Advanced Standing II BBA Business Analysis Major - Data Informatics Stream
Cohort 2020, Major to be Started in (Catalogue Term) Semester A 2020/21

Yr/Sem							Offer Year
1A							
1B							
2A							
2B							
3A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	College Elective@	MS3251 Analytics using SAS	IS3331 Database Management		2020/2021
3B	CB2402 Macro-Economics	College Elective@	College Elective@	MS3252 Regression Analysis	Major Elective ^o	GE2402 English for Business Communication [#]	
4A	College Elective@	MS3227 Probability and Applications in Business	MS4224 Enterprise Data Mining	IS2240 Python Programming for Business	IS3100 Techniques for Big Data		2021/2022
4B	CB4303 Strategy and Policy	College Elective@	GE*	MS4226 Financial Risk Analytics	Major Elective ^o		

Minimum Credits Required

GE: GE course + 2 College Electives (9 CU)

GE: ENGL (3 CU)

College: 4 College Cores + 3 College Electives (21 CU)

Major: 10 Major courses (30 CU)

Min. Total: 21 courses (63 CU)

Max. Allowable: 28 courses (84 CU)

Credits Exempted

GE - 4 courses (12 CU)

ENGL+CCIV - 2 courses (6 CU)

College Core - 7 courses (21 CU)

Minor/Electives - 6 courses (18 CU)

Notes for Requirement:

#English Language Requirement:

Only required to take GE2402 English for Business Communication. Block credits exemption includes GE1401 University English.

★ Gateway Education Course Distributional Requirement:

Take 1 course. Advanced Standing II students are not allowed to take GE courses offered by their own academic unit.

@College Electives Requirement:

Among the 15 credits, 6 credits must be chosen from College Electives Area 5, and the remaining 9 credits must be from at least three areas of College Electives Areas 1-4.

o Major Electives: Take two electives from the following list:

AC4301 Corporate Accounting II

AC4321 Auditing

EF3320 Security Analysis and Portfolio Management

EF3333 Financial Systems, Markets and Instruments

IS2505 E- Business

IS4861 Machine Learning for Business

IS4940 Global Technology Entrepreneurship and Innovation

MGT4313 Strategic Entrepreneurship

MKT3603 Consumer Behaviour

MKT3608 Marketing Intelligence and Applications of Analytics

MS3224 Business Survey Design

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