

**Suggested Study Plan for Cohort 2025 and thereafter Normative 4-Year
BBA Business Decision Analytics Major - Decision Analytics Stream
For Students Admitted from Semester A 2025/26**

Year 1 (2024/25) Semester A	CUs	Semester B	CUs
CB2201 Operations Management	3	CB2100 Introduction to Financial Accounting	3
CB2400 Micro-Economics	3	CB2200 Business Statistics	3
CB2500 Information Management	3	CB2300 Management	3
GE*	3	CB2601 Marketing	3
GE1401 University English or EAP#	3	GE2402 English for Business Communication or EAP#	3
Sem A or B : CHIN1001 University Chinese I [†]	3	GE1601 Whole-Person Development	1
<i>Total</i>	18	<i>Total</i>	16
Year 2 (2025/26) Semester A	CUs	Semester B	CUs
CB2101 Introduction to Managerial Accounting	3	CB2240 Introduction to Business Programming in Python	3
CB2402 Macro-Economics	3	GE*	3
CB3410 Financial Management	3	College Elective	3
MS3227 Probability Theory in Decision Making	3	MS3252 Regression Analysis	3
MS3251 Analytics using SAS	3	Minor [△]	3
GE1401 University English (for students taken EAP)	3	GE2402 English for Business Communication (for students taken EAP)	3
<i>Total</i>	18	<i>Total</i>	18
Year 3 (2026/27) Semester A	CUs	Semester B	CUs
GE Course or College Elective	3	CB2203 Data Driven Business Modeling	3
GE1501 Chinese Civilization – History & Philosophy	3	GE*	3
College Elective	3	MS3111 Data Analytics with Excel VBA	3
MS4224 Enterprise Data Mining	3	Major Elective [◊]	3
Minor [△]	3	Minor [△]	3
<i>Total</i>	15	<i>Total</i>	15
Year 4 (2027/28) Semester A	CUs	Semester B	CUs
College Elective	3	CB4303 Strategic Management	3
GE*	3	MS4226 Financial Risk Analytics	3
MS3128 Managerial Decision Analytics	3	MS4252 Big Data Analytics	3
Free Elective	3	Major Elective [◊]	3
Minor [△]	3	Minor [△]	3
<i>Total</i>	15	<i>Total</i>	15
Minimum number of credit units required: 121			

Minimum Credits Required

GE: 4/5 GE courses + 2 College-Specified Courses (18/21 CU)

GE: 2 ENGL + CCIV + GE1601 (10 CUs)

College: 11 College Cores + 3/4 College Electives (42/45 CU)

Major: 10 Major courses (30 CUs)

Minor/Free Electives: 6 courses (18 CUs)

Min. Total: 41 courses (121 CUs)

Max. Allowable: 48 courses (144 CUs)

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 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.

✪Major Electives: Take 2 electives from Groups A and B, at least 1 must be from Group A

Group A :	Group B :
MS3224 Business Survey Design MS3403 Internship for Management Sciences (✱) MS4212 Predictive Analytics and Forecasting MS4251 Marketing Analytics Techniques MS4253 Business Analytics Project (✱) MS4262 Advanced Analytics Using SAS (✱) Students of Cohort 2022 and later are required to fulfil the internship/consultancy project/research project requirement in accordance with the requirements stipulated by the college.	CS2360 Java Programming CS2468 Data Structures and Data Management IS3240 Advanced Business Programming in Python MS3106 Simulation MS3125 Business Project Management MS3322 Quality Management MS4227 Pricing and Revenue Management LT3233 Computational Linguistics Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval

Suggested Study Plan for Cohort 2025 and thereafter Advanced Standing I
BBA Business Decision Analytics Major - Decision Analytics Stream
For Students Admitted from Semester A 2025/26

Year 1 (2024/25) Semester A	CU s	Semester B	CU s
CB2100 Introduction to Financial Accounting	3	CB2300 Management	3
CB2201 Operations Management	3	CB2601 Marketing	3
CB2400 Micro-Economics	3	CB2200 Business Statistics	3
CB2500 Information Management	3	CB2402 Macro-Economics	3
GE1401 University English or EAP [#]	3	GE2402 English for Business Communication or EAP [#]	3
CHIN1001 University Chinese I [^]	3	GE1601 Whole-Person Development	1
<i>Total</i>	18	<i>Total</i>	16
Year 2 (2025/26) Semester A	CU s	Semester B	CU s
CB2101 Introduction to Managerial Accounting	3	CB2240 Introduction to Business Programming in Python	3
CB3410 Financial Management	3	CB2203 Data Driven Business Modeling	3
GE [*]	3	MS3111 Data Analytics with Excel VBA	3
MS3227 Probability Theory in Decision Making	3	MS3252 Regression Analysis	3
MS3251 Analytics using SAS	3	Major Elective ^o	3
GE1401 University English (for students taken EAP)	3	GE2402 English for Business Communication (for students taken EAP)	3
<i>Total</i>	18	<i>Total</i>	18
Year 3 (2026/27) Semester A	CU s	Semester B	CU s
College Elective	3	College Elective	3
College Elective	3	CB4303 Strategic Management	3
MS3128 Managerial Decision Analytics	3	MS4226 Financial Risk Analytics	3
MS4224 Enterprise Data Mining	3	MS4252 Big Data Analytics	3
GE1501 Chinese Civilisation - History and Philosophy	3	Major Elective ^o	3
GE [*]	3		
<i>Total</i>	18	<i>Total</i>	15
Minimum number of credit units required: 94			

Minimum Credits Required

GE: 2 GE courses + 2 College-Specified Courses (12 CUs)

GE: 2 ENGL + CCIV + GE1601 (10 CUs)

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

Major: 10 Major courses (30 CUs)

Min. Total: 32 courses (94 CUs)**Max. Allowable: 38 courses (114 CUs)**Credits Exempted:

2 GE (6 CUs)

1 College Elective (3 CUs)

6 Minor/ Free Electives (18 CUs)

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 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.

⚙Major Electives: Take 2 electives from Groups A and B, at least 1 must be from Group A

<i>Group A :</i>	<i>Group B :</i>
MS3224 Business Survey Design MS3403 Internship for Management Sciences MS4212 Predictive Analytics and Forecasting MS4251 Marketing Analytics Techniques MS4253 Business Analytics Project MS4262 Advanced Analytics Using SAS	CS2360 Java Programming CS2468 Data Structures and Data Management IS3240 Advanced Business Programming in Python MS3106 Simulation MS3125 Business Project Management MS3322 Quality Management MS4227 Pricing and Revenue Management LT3233 Computational Linguistics Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval

Suggested Study Plan for Cohort 2025 and thereafter Advanced Standing II
BBA Business Decision Analytics Major - Decision Analytics Stream
For Students Admitted from Semester A 2025/26

Year 1 (2024/25) Semester A	CUs	Semester B	CUs
CB2101 Introduction to Managerial Accounting	3	CB2402 Macro-Economics	3
CB2200 Business Statistics	3	CB2240 Introduction to Business Programming in Python	3
College Elective	3	CB2203 Data Driven Business Modeling	3
MS3251 Analytics using SAS	3	MS3111 Data Analytics with Excel VBA	3
MS3227 Probability Theory in Decision Making	3	MS3252 Regression Analysis	3
		GE2402 English for Business Communication	3
<i>Total</i>	15	<i>Total</i>	18
Year 2 (2025/26) Semester A	CUs	Semester B	CUs
College Elective	3	College Elective	3
GE*	3	CB4303 Strategic Management	3
MS3128 Managerial Decision Analytics	3	MS4226 Financial Risk Analytics	3
MS4224 Enterprise Data Mining	3	MS4252 Big Data Analytics	3
Major Elective ^o	3	Major Elective ^o	3
<i>Total</i>	15	<i>Total</i>	15
Minimum number of credit units required: 63			

Minimum Credits Required

GE: 1 GE course + 2 College-Specified Courses (9 CUs)

GE: ENGL (3 CUs)

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

Major: 10 Major courses (30 CUs)

Min. Total: 21 courses (63 CUs)**Max. Allowable: 28 courses (84 CUs)**Credits Exempted:

3 GE (9 CUs)

1 ENGL+ 1 CCIV + GE1601 (7 CUs)

7 College Core + 1 College Elective (24 CUs)

6 Minor/ Free Electives (18 CUs)

Note:**#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.

🔄Major Electives: Take 2 electives from Groups A and B, at least 1 must be from Group A

<i>Group A :</i>	<i>Group B :</i>
MS3224 Business Survey Design MS3403 Internship for Management Sciences MS4212 Predictive Analytics and Forecasting MS4251 Marketing Analytics Techniques MS4253 Business Analytics Project MS4262 Advanced Analytics Using SAS	CS2360 Java Programming CS2468 Data Structures and Data Management IS3240 Advanced Business Programming in Python MS3106 Simulation MS3125 Business Project Management MS3322 Quality Management MS4227 Pricing and Revenue Management LT3233 Computational Linguistics Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval