

**Suggested Study Plan for BBAU4:**  
**First Major Business Decision Analytics (Decision Analytics Stream) + Second Major Business Economics**  
**Cohort: 2023, Catalogue Term: Sem A 2024/2025**

<b>Year 1 (2023/24)</b> <b>Semester A</b>	<b>CU</b> s	<b>Semester B</b>	<b>CU</b> s
CB2201 Operations Management	3	GE*	3
CB2400 Micro-Economics	3	CB2200 Business Statistics	3
CB2500 Information Management	3	CB2300 Management	3
CB2100 Introduction to Financial Accounting	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 <sup>▲</sup>	3		
<i>Total</i>	18	<i>Total</i>	15
<b>Year 2 (2024/25)</b> <b>Semester A</b>	<b>CU</b> s	<b>Semester B</b>	<b>CU</b> s
CB2101 Introduction to Managerial Accounting	3	CB2240 Introduction to Business Programming in Python	3
CB2402 Macro-Economics	3	ECON Major Electives	3
CB3410 Financial Management	3	MS3252 Regression Analysis	3
MS3227 Probability Theory in Decision Making	3	GE*	3
MS3251 Analytics using SAS	3	GE*	3
GE2402 English for Business Communication (for students taken EAP)	3	GE1401 University English (for students taken EAP)	3
<i>Total</i>	18	<i>Total</i>	18
<b>Year 3 (2025/26)</b> <b>Semester A</b>	<b>CU</b> s	<b>Semester B</b>	<b>CU</b> s
CB3043 Business Case Analysis and Communication	3	CB2203 Data Driven Business Modeling	3
GE1501 Chinese Civilization – History & Philosophy	3	BDAN Major Elective 1 <sup>Ⓞ</sup>	3
MS4224 Enterprise Data Mining	3	MS3111 Data Analytics with Excel VBA	3
EF2452 Mathematics for Economics and Finance	3	EF3442 Intermediate Microeconomics	3
		EF3450 Principles of Econometrics	3
		EF3441 Intermediate Macroeconomics	3
<i>Total</i>	12	<i>Total</i>	18
<b>Year 4 (2026/27)</b> <b>Semester A</b>	<b>CU</b> s	<b>Semester B</b>	<b>CU</b> s
BDAN Major Elective 2 <sup>Ⓞ</sup>	3	CB4303 Strategic Management	3
GE*	3	MS4226 Financial Risk Analytics	3
MS3128 Managerial Decision Analytics	3	MS4252 Big Data Analytics	3
ECON Major Electives	3	ECON Major Electives	3
ECON Major Electives	3	ECON Major Electives	3
<i>Total</i>	15	<i>Total</i>	15
<b>Minimum number of credit units required: 120</b>			

#### Minimum Credits Required

GE: 4 GE courses + 3 College-Specified Courses (21 CUs)

GE: 2 ENGL + CCIV (9 CUs)

College: 11 College Cores (33 CUs)

Major 1: BDAN 10 Major courses (30 CUs)

Major 2: BE 9 courses (27 CUs) + 1 shared course with First Major

(Among the 20 major courses, at least 19 major courses must be new courses)

**Min. Total: 40 courses (120 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 3 credits from each of the three 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.

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

##### Group A :

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

(✱) This course can be used to fulfill the internship/consultancy project/research project requirement.

##### Group B :

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

#### BE Second Major Electives:

##### BE Major Elective: Choose 2 courses from the following course list.

EF3320 Security Analysis and Portfolio Management

EF3451 Economic and Business Forecasting

EF3461 Economies of China (Mainland) & Hong Kong

EF4300 Project

EF4312 Mergers & Acquisitions

EF4431 Money and Banking

EF4441 Open Economy Macroeconomics

EF4480 Industrial Organization

EF4481 Regulatory Economics

EF4485 Experimental Methods in Economics/Finance

EF4490 Urban Economics

EF4491 Real Estate Economics and Finance

EF4600 Internship

Any one Core course from other BBA Majors