

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

Year 1 (2023/24) Semester A	CUs	Semester B	CUs
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 [▲]	3		
<i>Total</i>	18	<i>Total</i>	15
Year 2 (2024/25) 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	MS3252 Regression Analysis	3
MS3227 Probability Theory in Decision Making	3	GE*	3
MS3251 Analytics using SAS	3	MGT Major Elective 1	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 (2025/26) Semester A	CUs	Semester B	CUs
CB3043 Business Case Analysis and Communication	3	CB2203 Data Driven Business Modeling	3
GE1501 Chinese Civilization – History & Philosophy	3	BDAN Major Elective [○]	3
MGT3306 Organizational Behavior and Human Resources Management	3	MS3111 Data Analytics with Excel VBA	3
MGT2324 Introduction to Entrepreneurship	3	MGT Stream Elective	3
MS4224 Enterprise Data Mining	3	MGT Stream Elective	3
<i>Total</i>	15	<i>Total</i>	15
Year 4 (2026/27) Semester A	CUs	Semester B	CUs
BDAN Major Elective [○]	3	CB4303 Strategic Management	3
GE*	3	MS4226 Financial Risk Analytics	3
MS3128 Managerial Decision Analytics	3	MS4252 Big Data Analytics	3
MGT3305 Corporate Social Responsibility	3	MGT Major Elective 2	3
MGT Stream Elective	3		
MGT4227 International Business	3		
<i>Total</i>	18	<i>Total</i>	12
Minimum number of credit units required: 120			

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

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 at least 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***MGT Major Electives: Students are required to take 2 electives from the following list:**

MGT3302 Interactive Skills Workshop for Business

MGT4101 Project

MGT4305 Developing and Presenting a Business Plan

MGT4314 Negotiation

MGT4315 Leadership

MGT4800 Management Internship

Any one core course from other BBA Major

MGT Stream Electives: Students are required to take 3 electives from the following list:**HRM**

MGT3307 Employment Law & Practices

MGT4306 Performance & Compensation Management

MGT4307 People & HR Analytics

MGT4308 Staffing

MGT4309 Talent Management: Learning & Development