Suggested Study Plan for BBAU4:
First Major Business Decision Analytics (Decision Analytics Stream) + Second Major Information Management (Business Intelligence 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		
Total	18	*Total*	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	IS3430 Systems Analysis and Design	3
MS3251 Analytics using SAS	3		
GE1401 University English (for students taken EAP)	3	GE2402 English for Business Communication (for students taken EAP)	3
Total	18	*Total*	15
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 1✿	3
IS3331 Database Management	3	MS3111 Data Analytics with Excel VBA	3
IS3240 Advanced Business Programming in Python	3	IS3100 Techniques for Big Data	3
MS4224 Enterprise Data Mining	3	*IS Second Major Elective 1 (Note 1)	3
GE★		*IS Second Major Elective 2 (Note 1)	3
Total	15	*Total*	18
Year 4 (2026/27) Semester A	**CUs**	**Semester B**	**CUs**
BDAN Major Elective 2✿	3	CB4303 Strategic Management	3
GE★	3	MS4226 Financial Risk Analytics	3
MS3128 Managerial Decision Analytics	3	MS4252 Big Data Analytics	3
IS4834 Business Intelligence and Analytics	3	IS4335 Data Visualization	3
IS4861 Machine Learning for Business	3		
IS4532 Global Project Management	3		
Total	18	*Total*	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: IFMG 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 1 course 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 :	*Group B :*
MS3224 Business Survey Design	CS2360 Java Programming
MS3403 Internship for Management Sciences (✳)	CS2468 Data Structures and Data Management
MS4212 Predictive Analytics and Forecasting	IS3240 Advanced Business Programming in Python
MS4251 Marketing Analytics Techniques	MS3106 Simulation
MS4253 Business Analytics Project (✳)	MS3125 Business Project Management
MS4262 Advanced Analytics Using SAS	MS3322 Quality Management
	MS4227 Pricing and Revenue Management
(✳) This course can be used to fulfill the internship/consultancy project/research project requirement.	LT3233 Computational Linguistics
	Any one of the Core or Elective courses from other BBA Majors

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Note 1: Students will select 2 courses out of the IS electives pool below, from among the Stream Core courses of other IFMG Streams, or from among other IS courses as approved by the IFMG Major Leader.

IS Second Major Electives (Credit Units)	+ Subject to fulfilling pre-requisite requirements
IS2022 Business Programming with Spreadsheet (3)	IS4636 Business Process and Service Management (3)
IS2239 Data Structure and Algorithms (3)	IS4837 Delivery Systems for Financial Services (3)
IS3101+ Cryptocurrency and Blockchain (3)	IS4937+/IS4938+ Information Management Consulting Project I/II (3)
IS3230 Java Programming for Business (3)	IS4940 Global Technology Entrepreneurship and Innovation (3)
IS4030 Website Design for e-Commerce (3)	CB3800+ Business Practice Internship (3)
IS4032 Mobile Apps (3)	XXXXXX Any one Core course from other BBA Majors (3)
IS4238 / IS4239 Internship I / II (3)	*An overlapped course with the BDAN first major is allowed.*

MS/IS Department reserves the right to make adjustments to the course offering pattern whenever appropriate. Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.