

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

<b>Year 1 (2023/24)</b> <b>Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>CUs</b>
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>CUs</b>	<b>Semester B</b>	<b>CUs</b>
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	MKT3603 Consumer Behaviour	3
MS3251 Analytics using SAS	3	MKT 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
<b>Year 3 (2025/26)</b> <b>Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>CUs</b>
CB3043 Business Case Analysis and Communication	3	CB2203 Data Driven Business Modeling	3
GE1501 Chinese Civilization – History & Philosophy	3	BDAN Major Elective <sup>○</sup>	3
MKT4628 Digital Marketing	3	MS3111 Data Analytics with Excel VBA	3
MKT Major Elective 2	3	MKT4606 Strategic Marketing	3
MS4224 Enterprise Data Mining	3	MKT3602 Marketing Research	3
GE*	3		
<i>Total</i>	18	<i>Total</i>	15
<b>Year 4 (2026/27)</b> <b>Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>Cus</b>
BDAN Major Elective <sup>○</sup>	3	CB4303 Strategic Management	3
GE*	3	MS4226 Financial Risk Analytics	3
MS3128 Managerial Decision Analytics	3	MS4252 Big Data Analytics	3
MKT Major Elective 3	3	*(Either sem A or B) MKT 4611 Advanced Marketing Seminar I	3
MKT Major Elective 4	3	MKT Major Elective 5 or share a BDAN Major course	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: MKT 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***MKT Second Major Electives:****Major Electives: Students who have not declared a stream must choose at least 2 electives from Group A***Group A:*

MKT3607 Design Thinking and Creativity in Marketing

MKT4650 Designing Brands and Customer Experience

MKT4652 Designing and Developing Innovative Products

MKT3608 Marketing Intelligence and Applications of Analytics

MKT4681 Data Strategy for Marketing

MKT4636 Customer Analytics

MKT4680 Digital Marketing Tools and Analytics

*Group B:*

MKT4623 Selling and Sales Management

MKT4625 Advertising Management and Integrated Marketing

Communications

MKT3638/ CB3800 Marketing Internship/ Business Practice Internship

MKT4622 Services Marketing

MKT4624 Retail Management

MKT4639 Marketing Diagnostic Residential Trip

MKT4651 Advanced Marketing Seminar II

MKT4674 Advanced Internship

One course from any CB major

MKT4634 Fundamentals of Public Relations

MKT4637 Event Marketing

MKT3600 China Business Workshop

MKT4604 Marketing in China

MKT4605 International Marketing

MKT4633 Cultural Advertising

MKT4629 Social Media Marketing

MKT4610 Customer Relationship Management

**MKT major zero-credit course requirement:**

One of the following courses:

<a href="#">MKT2643A</a>	Active Learning for Professional Marketing
<a href="#">MKT1641</a>	Exchange Learning and Reflection
<a href="#">MKT1671</a>	Internship I
<a href="#">MKT2672</a>	Internship II
<a href="#">MKT3673</a>	Internship III