

**Suggested Study Plan for Cohort 2024 Normative 4-Year  
BBA Business Decision Analytics Major – Data Informatics Stream  
For Students Admitted from Semester A 2024/25**

<b>Year 1 (2024/25) Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>CUs</b>
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 <sup>▲</sup>	3		
<i>Total</i>	18	<i>Total</i>	15
<b>Year 2 (2025/26) 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
IS3331 Database Management	3	CB3410 Financial Management	3
MS3227 Probability Theory in Decision Making	3	MS3252 Regression Analysis	3
MS3251 Analytics using SAS	3	Minor <sup>△</sup>	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 (2026/27) Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>CUs</b>
GE Course or College Elective	3	CB2203 Data Driven Business Modeling	3
IS3100 Techniques for Big Data	3	GE*	3
IS3240 Advanced Business Programming in Python	3	MS4226 Financial Risk Analytics	3
MS4224 Enterprise Data Mining	3	College Elective	3
Minor <sup>△</sup>	3	Minor <sup>△</sup>	3
<i>Total</i>	15	<i>Total</i>	15
<b>Year 4 (2027/28) Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>CUs</b>
College Elective	3	CB4303 Strategic Management	3
GE1501 Chinese Civilization – History & Philosophy	3	College Elective	3
Major Elective <sup>○</sup>	3	Major Elective <sup>○</sup>	3
Free Elective	3	GE*	3
Minor <sup>△</sup>	3	Minor <sup>△</sup>	3
<i>Total</i>	15	<i>Total</i>	15
<b>Minimum number of credit units required: 120</b>			

#### Minimum Credits Required

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

GE: 2 ENGL + CCIV (9 CUs)

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

Major: 10 Major courses (30 CUs)

Minor/Free Electives: 6 courses (18 CUs)

**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 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 the following list:

AC4301 Corporate Accounting II	IS4940 Global Technology Entrepreneurship and Innovation
AC4342 Auditing	MGT4313 Strategic Entrepreneurship
EF3320 Security Analysis and Portfolio Management	MKT3603 Consumer Behaviour
EF3333 Financial Systems, Markets and Instruments	MKT3608 Marketing Intelligence and Applications of Analytics
IS2505 E- Business	MS3224 Business Survey Design
IS4861 Machine Learning for Business	MS3403 Internship for Management Sciences (For BDAN Major students only) (✪)
IS4238/IS4239 Internship I/II (For IS Major students only) (✪)	MS4253 Business Analytics Project (For BDAN Major students only) (✪)
IS4937/IS4938 Information Management Consulting Project I/II (For IS Major students only) (✪)	
	Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval

(✪) 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.

**Suggested Study Plan for Cohort 2024 and thereafter Advanced Standing I**  
**BBA Business Decision Analytics Major - Data Informatics Stream**  
**For Students Admitted from Semester A 2024/25**

<b>Year 1 (2024/25)</b> <b>Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>CUs</b>
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 <sup>#</sup>	3	GE2402 English for Business Communication or EAP <sup>#</sup>	3
CHIN1001 University Chinese I <sup>▲</sup>	3	GE <sup>★</sup>	3
<i>Total</i>	18	<i>Total</i>	18
<b>Year 2 (2025/26)</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
CB3410 Financial Management	3	GE1501 Chinese Civilisation - History and Philosophy	3
IS3331 Database Management	3	College Elective	3
MS3227 Probability Theory in Decision Making	3	MS3252 Regression Analysis	3
MS3251 Analytics using SAS	3	Major Elective <sup>Ⓞ</sup>	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 (2026/27)</b> <b>Semester A</b>	<b>CUs</b>	<b>Semester B</b>	<b>CUs</b>
College Elective	3	College Elective	3
IS3240 Advanced Business Programming in Python	3	CB4303 Strategic Management	3
IS3100 Techniques for Big Data	3	MS4226 Financial Risk Analytics	3
MS4224 Enterprise Data Mining	3	CB2203 Data Driven Business Modeling	3
Major Elective <sup>Ⓞ</sup>	3	GE <sup>★</sup>	3
<i>Total</i>	15	<i>Total</i>	15
<b>Minimum number of credit units required: 93</b>			

#### Minimum Credits Required

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

GE: 2 ENGL + CCIV (9 CUs)

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

Major: 10 Major courses (30 CUs)

**Min. Total: 31 courses (93 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 the following list:

AC4301 Corporate Accounting II	IS4940 Global Technology Entrepreneurship and Innovation
AC4342 Auditing	MGT4313 Strategic Entrepreneurship
EF3320 Security Analysis and Portfolio Management	MKT3603 Consumer Behaviour
EF3333 Financial Systems, Markets and Instruments	MKT3608 Marketing Intelligence and Applications of Analytics
IS2505 E- Business	MS3224 Business Survey Design
IS4861 Machine Learning for Business	MS3403 Internship for Management Sciences (For BDAN Major students only)
IS4238/IS4239 Internship I/II (For IS Major students only)	MS4253 Business Analytics Project (For BDAN Major students only)
IS4937/IS4938 Information Management Consulting Project I/II (For IS Major students only)	
	Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval

**Suggested Study Plan for Cohort 2024 and thereafter Advanced Standing II**  
**BBA Business Decision Analytics Major - Data Informatics Stream**  
**For Students Admitted from Semester A 2024/25**

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
IS3331 Database Management	3	CB2203 Data Driven Business Modeling	3
MS3251 Analytics using SAS	3	Major Elective <sup>o</sup>	3
MS3227 Probability Theory in Decision Making	3	MS3252 Regression Analysis	3
		GE2402 English for Business Communication <sup>#</sup>	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
College Elective	3	CB4303 Strategic Management	3
IS3240 Advanced Business Programming in Python	3	MS4226 Financial Risk Analytics	3
IS3100 Techniques for Big Data	3	GE <sup>*</sup>	3
MS4224 Enterprise Data Mining	3	Major Elective <sup>o</sup>	3
<i>Total</i>	15	<i>Total</i>	15
<b>Minimum number of credit units required: 63</b>			

Minimum Credits Required

GE: 1 GE course + 2 College-Specified Courses (9 CUs)
GE: ENGL (3 CUs)
College: 4 College Cores + 3 College Electives (21 CUs)
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 (6 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.

**oMajor Electives:** Take 2 electives from the following list:

AC4301 Corporate Accounting II	IS4940 Global Technology Entrepreneurship and Innovation
AC4342 Auditing	MGT4313 Strategic Entrepreneurship
EF3320 Security Analysis and Portfolio Management	MKT3603 Consumer Behaviour
EF3333 Financial Systems, Markets and Instruments	MKT3608 Marketing Intelligence and Applications of Analytics
IS2505 E- Business	MS3224 Business Survey Design
IS4861 Machine Learning for Business	MS3403 Internship for Management Sciences (For BDAN Major students only)
IS4238/IS4239 Internship I/II (For IS Major students only)	MS4253 Business Analytics Project (For BDAN Major students only)
IS4937/IS4938 Information Management Consulting Project I/II (For IS Major students only)	
	Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval