

**First Major in Management (Strategy and International Management Stream) - Second Major in Information Management (Internet Services and Social Networks Stream) (BBAU4 for 2020/21 cohort)**  
 Effective from Catalogue Term: Sem A 2021/22

| Year | Sem |   |   |  | Course   |  |   |
|------|-----|---|---|--|--|--|---|
| 1    | A   | Either Sem A /B<br>CB2100<br>Introduction to Financial Accounting | Either Sem A /B<br>CB2601 Marketing                   | Either Sem A /B<br>CB2400<br>Microeconomics          | GE   | GE1401 University English or EAP   | Either Sem A /B<br>CHIN1001 University Chinese I                      |
|      | B   | Either Sem A /B<br>CB2201<br>Operations Management                | Either Sem A /B<br>CB2300<br>Management               | Either Sem A /B<br>CB2500<br>Information Management  | GE   | GE2402 English for Business Communication or EAP                         |   |
| 2    | A   | CB2402<br>Macroeconomics  | CB2101 Introduction to Managerial Accounting          | CB2200<br>Business Statistics                        | MGT3306<br>Organisational Behaviour & Human Resources Management | IFMG 2nd Major Elective 1<br>MGT2324<br>Introduction to Entrepreneurship | GE2402<br>English for Business Communication (for students taken EAP) |
|      | B   | Either Sem A /B<br>CB3410<br>Financial Management                 | GE  | MGT4305<br>Developing and Presenting a Business Plan | IS2505<br>e-Business   | IS3430<br>Systems Analysis and Design                                    | GE1401<br>University English (for students taken EAP)                 |
| 3    | A   | GE - College Elective   | GE1501<br>Chinese Civilization – History & Philosophy | MGT3305<br>Corporate Social Responsibility           | MGT4227 International Business                                   | IS3331<br>Database Management  |   |
|      | B   | GE - College Elective   | GE  | MGT4312<br>Launching Business in Asia Pacific        | IS2502<br>Social Media and Social Networks                       | IS4246<br>Digital Marketing and Customer Relationship Management         |   |
| 4    | A   | GE - College Elective   | MGT4310<br>Managing Multinationals                    | IS4532<br>Global Project Management                  | IS4340<br>Search Engine Optimization                             | IFMG 2nd Major Elective 2  |   |
|      | B   | Either Sem A /B<br>CB4303<br>Strategy and Policy                  | MGT4311<br>Advanced Strategic Analysis                | MGT4313<br>Strategic Entrepreneurship                | MGT Major Elective   | IS4538<br>O2O Services   |   |

Points to Note:

1. Double-major students: **30 credit units** for Major cores / Major Electives from **home department**
2. **at least 27 credit units** for Major cores / Major electives from **second major department**

Minimum Credits Required for CB double major students

GE (21 CU): GE courses (12 CU) + College Electives (9 CU)

GE (9 CU): 2 ENGL + CCIV

College Requirement (42 CU): College Core (33 CU)

First Major Requirement (30 CU): Major core / major elective courses

Second Major Requirement (27 CU): Major core / major elective courses

Minor/Free Electives (0 CU - 24 CU)

Min. Total: **120 CU**

Max. Allowable: **144 CU**

\*CU = Credit Units

**IS Second Major Electives (Credit Units)**

IS2022 Business Programming with Spreadsheet (3)  
 IS2239 Data Structure and Algorithms (3)  
 IS3101+ Cryptocurrency and Blockchain (3)  
 IS3230 Java Programming for Business (3)  
 IS4030 Website Design for e-Commerce (3)  
 IS4032 Mobile Apps (3)  
 IS4238 / IS4239 Internship I / II (3)

+ Subject to fulfilling pre-requisite requirements

IS4636 Business Process and Service Management (3)  
 IS4837 Delivery Systems for Financial Services (3)  
 IS4937+ / IS4938+ Information Management Consulting Project I / II (3)  
 IS4940 Global Technology Entrepreneurship and Innovation (3)  
 CB3800+ Business Practice Internship (3)  
 XXXXXX Any one Core course from other BBA Majors (3)

MGT/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.

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|      | B   | Either Sem A /B<br>CB2100<br>Introduction to Financial Accounting | Either Sem A /B<br>CB2300<br>Management         | Either Sem A /B<br>CB2601<br>Marketing                          | CB2200<br>Business Statistics                     | GE2402 English for Business Communication or EAP               |   |
| 2    | A   | CB2402<br>Macroeconomics  | CB2101<br>Introduction to Managerial Accounting | GE1501<br>Chinese Civilization – History & Philosophy           | IS3331 Database Management                        | MGT3306 Organizational Behavior and Human Resources Management | GE2402<br>English for Business Communication          |
|      | B   | College Elective  | Either Sem A /B<br>CB3410 Financial Management  | IS2505 e-Business   | IS3430 Systems Analysis and Design                | MGT4312 Launching Business in Asia Pacific                     | GE1401<br>University English (for students taken EAP) |
| 3    | A   | College Elective  | IS Major Elective 1                             | IS Major Elective 2<br>MGT2324 Introduction to Entrepreneurship | MGT3305 Corporate Social Responsibility           | MGT4227 International Business                                 |   |
|      | B   | College Elective  | IS2502 Social Media and Social Networks         | IS4246 Digital Marketing and Customer Relationship Management   | MGT4313 Strategic Entrepreneurship                | MGT Major Elective   |   |
| 4    | A   | GE  | GE  | IS4340 Search Engine Optimization                               | IS4532 Global Project Management                  | MGT4310 Managing Multinationals                                |   |
|      | B   | GE  | Either Sem A /B<br>CB4303 Strategy and Policy   | IS4538 O2O Services   | MGT4305 Developing and Presenting a Business Plan | MGT4311 Advanced Strategic Analysis                            |   |

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| <b>Min. Total: 120 CU</b>   |
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**IS Major Electives (Credit Units)**

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| IS3101+ Cryptocurrency and Blockchain (3)          | IS4835 Information Management for Financial Services (3)               |
| IS3230 Java Programming for Business (3)           | IS4837 Delivery Systems for Financial Services (3)                     |
| IS4030 Website Design for e-Commerce (3)           | IS4861+ Machine Learning for Business (3)                              |
| IS4032 Mobile Apps (3)                             | IS4937+ / IS4938+ Information Management Consulting Project I / II (3) |
| IS4238 / IS4239 Internship I / II (3)              | IS4940 Global Technology Entrepreneurship and Innovation (3)           |
| IS4636 Business Process and Service Management (3) | CB3800+ Business Practice Internship (3)                               |
|  | XXXXXX Any one Core course from other BBA Majors (3)                   |

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