

**First Major in Management (Strategy and International Management Stream) -
 Second Major in Information Management (Internet Services and Social Networks Stream) (BBAU4 for 2022/23 cohort)
 Effective from Catalogue Term: Sem A 2023/24**

| Yr/Sem | | | | | | Offer Year | |
|--------|--|--|---|---|--|---|---------|
| 1A | Either Sem A /B CB2100 Introduction to Financial Accounting | Either Sem A /B CB2601 Marketing | Either Sem A /B CB2400 Microeconomics | GE (Note 2) | GE1401 University English or EAP (Note 1) | Sem A or B CHIN1001 University Chinese I (Note 3) | 2022/23 |
| 1B | Either Sem A /B CB2201 Operations Management | Either Sem A /B CB2300 Management | Either Sem A /B CB2500 Information Management | GE (Note 2) | GE2402 English for Business Communication or EAP (Note 1) | | |
| 2A | CB2402 Macroeconomics | CB2101 Introduction to Managerial Accounting | CB2200 Business Statistics | MGT3306 Organisational Behaviour & Human Resources Management | MGT2324 Introduction to Entrepreneurship | GE1401 University English (for students taken EAP) | 2023/24 |
| 2B | MGT Major Elective | CB3410 Financial Management | IS2505 e-Business | IS3430 Systems Analysis and Design | GE (Note 2) | GE2402 English for Business Communication (for students taken EAP) | |
| 3A | CB2240 Introduction to Business Programming in Python | MGT3305 Corporate Social Responsibility | MGT4227 International Business | IS3331 Database Management | GE1501 Chinese Civilization – History & Philosophy | | 2024/25 |
| 3B | CB2203 Data-Driven Business Modeling | GE (Note 2) | MGT Stream Elective | IS2502 Social Media and Social Networks | IS4246 Digital Marketing and Customer Relationship Management | | |
| 4A | CB3043 Business Case Analysis and Communication | MGT Stream Elective | IS4532 Global Project Management | IS4340 Search Engine Optimization | IFMG Major Elective | | 2025/26 |
| 4B | CB4303 Strategy and Policy | MGT Stream Elective | IS4538 O2O Services | MGT Major Elective | MGT Major Elective | | |

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 : 4 GE courses + 3 College-specified courses (21 CU)

GE : 2 ENGL + 1 CCIV (9 CU)

College : 11 College Core (33 CU)

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

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

Min. Total: 120 CU

Max. Allowable: 144 CU

*CU = Credit Units

Note:

(1) English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

(2) Gateway Education Course Distributional Requirements

Take at least 3 credits from each of the 3 areas:

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

(3) 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.

MGT Major Electives: Students are required to take 3 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 within their chosen stream:

SIM

MGT3422 Product and Service Innovation Management
 MGT4310 Managing Multinationals
 MGT4311 Advanced Strategic Analysis
 MGT4312 Launching Business in Asia Pacific
 MGT4313 Strategic Entrepreneurship

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)

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.

First Major in Information Management (Internet Services and Social Networks Stream) - Second Major in Management (Strategy and International Management Stream) (BBAU4 for 2022/23 cohort)
Effective from Catalogue Term: Sem A 2023/24

| Year | Sem | Course | | | | | |
|------|-----|--|--|---|---|--|---|
| 1 | A | Either Sem A / B CB2201 Operations Management | Either Sem A / B CB2400 Microeconomics | Either Sem A / B CB2500 Information Management | Either Sem A / B CB2601 Marketing | GE1401 University English or EAP | Either Sem A / B CHIN1001 University Chinese I |
| | B | Either Sem A / B CB2240 Introduction to Business Programming in Python | Either Sem A / B CB2100 Introduction to Financial Accounting | CB2300 Management | Either Sem A / B CB2200 Business Statistics | GE2402 English for Business Communication or EAP | |
| 2 | A | Either Sem A / B CB2203 Data-driven Business Modeling | CB2101 Introduction to Managerial Accounting | CB2402 Macroeconomics | IS3331 Database Management | MGT3306 Organizational Behavior and Human Resources Management | GE1401 University English (for students taken EAP) |
| | B | Either Sem A / B CB3043 Business Case Analysis and Communication | Either Sem A / B CB3410 Financial Management | IS3430 Systems Analysis and Design | GE1501 Chinese Civilization – History & Philosophy | MGT 2nd Major Elective 1 | GE2402 English for Business Communication (for students taken EAP) |
| 3 | A | IS2505 e-Business | IFMG 2nd Major Elective 1 | IFMG 2nd Major Elective 2 MGT2324 Introduction to Entrepreneurship | MGT3305 Corporate Social Responsibility | MGT4227 International Business | |
| | B | GE | IS2502 Social Media and Social Networks | IS4246 Digital Marketing and Customer Relationship Management | MGT Stream Elective 1 | MGT Stream Elective 2 | |
| 4 | A | GE | IS4532 Global Project Management | IS4340 Search Engine Optimization | MGT Stream Elective 3 | GE | |
| | B | GE | Either Sem A / B CB4303 Strategy and Policy | IS4538 O2O Services | MGT 2nd Major Elective 2 | MGT 2nd Major Elective 3 | |

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-specified courses (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 Major Electives (Credit Units)

| | | |
|--|--|--|
| IS2022 Business Programming with Spreadsheet (3) | IS4636 Business Process and Service Management (3) | + Subject to fulfilling pre-requisite requirements |
| 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) | | |

MGMT Second Major Electives: Students are required to take 3 electives from the following list:

MGT3302 Interactive Skills Workshop for Business
MGT4314 Negotiation
MGT4315 Leadership
MGT4800 Management Summer Internship
MGT4305 Developing and Presenting a Business Plan
XXXXXX Any one Core course from other BBA majors

MGMT Stream Electives: Students are required to take 3 electives from the following list within their chosen stream:

SIM Stream:
MGT4313 Strategic Entrepreneurship
MGT4312 Launching Business in Asia Pacific
MGT4310 Managing Multinationals
MGT4311 Advanced Strategic Analysis
MGT3422 Product and Service Innovation Management

IS/MGT 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.