

Yr/Sem						
1A	CB2100 Introduction to Financial Accounting	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE1401 University English or EAP [#]	Sem A or B CHIN1001 University Chinese I ▲
1B	CB2300 Management	CB2601 Marketing	CB2200 Business Statistics	GE [★]	GE2402 English for Business Communication or EAP [#]	
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	CB3410 Financial Management	MS3227 Probability Theory in Decision Making	MS3251 Analytics using SAS	GE1401 University English (for students taken EAP)
2B	CB2240 Introduction to Business Programming in Python	GE [★]	MS3252 Regression Analysis	IS3430 Systems Analysis and Design		GE2402 English for Business Communication (for students taken EAP)
3A	CB3043 Business Case Analysis and Communication	GE1501 Chinese Civilization – History & Philosophy	MS4224 Enterprise Data Mining	IS3331 Database Management	IS3240 Advanced Business Programming in Python	GE [★]
3B	CB2203 Data-Driven Business Modeling	MS3111 Data Analytics with Excel VBA	BDAN Major Elective 1 ^⓪	IS3100 Techniques for Big Data	* IS Second Major Elective 1 (Note 1)	* IS Second Major Elective 2 (Note 1)
4A	GE [★]	MS3128 Managerial Decision Analytics	BDAN Major Elective 2 ^⓪	IS4834 Business Intelligence and Analytics	IS4861 Machine Learning for Business	IS4532 Global Project Management
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	IS4335 Data Visualization		

Minimum Credits Required

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

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores (33 CU)

Major 1: BDAN 10 Major courses (30 CU)

Major 2: IFMG 9 Major courses (27 CU) + 1 shared course with BDAN first major

(Among the 20 major courses, at least 19 major courses must be new courses)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

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 3 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.

⓪ 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

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 Core or Elective course from other BBA Majors

(*) This course can be used to fulfil the internship/consultancy project/research project requirement.

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)

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)

* An overlapped course with the BDAN first major is allowed.

4-Year Suggested Study Plan for BBA Information Management (Business Intelligence Stream) with a Second Major in Business Decision Analytics (Decision Analytics Stream)
for Normative 4-Year BDAN 2nd Major Students of Catalogue Term of Sem A 2024/2025

Yr/Sem						Offer Year
1A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2400 Micro-Economics	Either Sem A / B CB2500 Information Management	Either Sem A / B CB2601 Marketing	GE1401 / LC0200A University English or EAP (Note 1)	2023
1B	College-specified Course CB2240 Introduction to Business Programme in Python	Either Sem A / B CB2100 Introduction to Financial Accounting	CB2300 Management	Either Sem A / B CB2200 Business Statistics	GE2402 / LC0200B English for Business Communication or EAP (Note 1)	
2A	College-specified Course CB2203 Data-driven Business Modeling	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	IS3331 Database Management	GE1501 Chinese Civilization – History and Philosophy	2024
2B	College-specified Course CB3043 Business Case Analysis and Communication	CB3410 Financial Management	IS3430 Systems Analysis and Design	IS Major Elective 1 (Note 3)	MS3111 Quantitative Business Analysis with VBA	
3A	GE (Note 4)	IS3240 Advanced Business Programming in Python	IS4834 Business Intelligence and Analytics	MS3251 Analytics using SAS	MS3227 Probability and Applications in Business	2025
3B	GE (Note 4)	IS3100 Techniques for Big Data	IS Major Elective 2 (Note 3)	MS3252 Regression Analysis	MS4226 Financial Risk Analytics	
4A	GE (Note 4)	IS4532 Global Project Management	IS4861 Machine Learning for Business	MS4224 Enterprise Data Mining	°BDAN Second Major Elective 2	2026
4B	GE (Note 4)	CB4303 Strategy & Policy	IS4335 Data Visualization	MS4252 Big Data Analytics	°BDAN Second Major Elective 3	

Minimum Credits Required (Credit Units)*
GE: 4 GE courses (12 CU) +
3 College-specified courses (9 CU)
GE English - 2 courses (6 CU)
GE1501 - 1 course (3 CU)
College: 11 College Core (33 CU)
IFMG(BI) Home Major: 10 IFMG Major courses (30 CU)
BDAN 2nd Major: 9 BANL Major courses (27 CU) + 1 shared course with IFMG Home Major
(Among the 20 major courses, at least 19 major courses must be new courses)

Note

1. English Language Requirements

Students admitted with Level 3 or below in HKDSE English OR Grade E or below in HKALE AS in Use of English are required to complete two 3-credit EAP courses, EL0200A English for Academic Purposes 1 and EL0200B English for Academic Purposes 2, prior to taking the 2 GE English courses (GE1401 University English and GE2402 English for Business Communication). EL0200A & EL0200B will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, they will be counted towards the maximum credit units permitted.

Note: Students who demonstrate that they have achieved a grade B or above in their overall course results for EL0200A will achieve 3 credits and also be considered to have satisfied the pre-requisite for entry to the GE English courses without needing to take EL0200B.

2. Chinese Language Requirements

(a) First-year intake students with Level 3 or below in HKDSE Chinese OR Grade E or below in HKALE AS in Chin. Lang. & Culture are required to take CHIN1001 University Chinese I. This course will not be counted towards the minimum credit units required for graduation and will not be included in

(b) First-year intake students with Level 4 or above in HKDSE Chinese OR Grade D or above in HKALE AS in Chin. Lang. & Culture are NOT required

(c) First-year intake students other than (a) and (b), including mainland and non-local students are NOT required to take CHIN1001.

3. Students will select 2 courses out of the IS electives pool, from among the **Stream Core courses** of other IFMG Streams, or from among other IS

4. Gateway Education Course Distributional Requirements

Take **at least one course (3 CU)** from each of the areas below:

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

Stream

BI - Business Intelligence

IS 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)

**An overlapped course with the BANL second major is allowed.*

°BDAN Second Major Electives: Take 3 electives from Groups A and B, at least 1 must be from Group

Group A :

MS3224 Business Survey Design

MS3403 Internship for Business Analysis and Operations Management

MS4212 Predictive Analytics and Forecasting

MS4251 Quantitative Analysis for Marketing

MS4253 Business Analysis Project

MS4262 Advanced Analytics Using SAS

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 without Major Leader's Approval

IS/MS 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.