

First Major MKT - Second Major IFMG (Cohort 2024)

Yr/Sem							Offer Year
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2023/24
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)		
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	MKT4628 Digital Marketing	GE (Note 2)	GE1401 University English (for students taken EAP)	2024/25
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	MKT3603 Consumer Behavior	Sem A IS2505 e-Business	IS3430 Systems Analysis and Design	GE2402 English for Business Communication (for students taken EAP)	
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	MKT3602 Marketing Research	MKT Elective	IS3331 Database Management	IFMG 2nd Major Elective 1		2025/26
3B	GE (Note 2)	MKT4606 Strategic Marketing	MKT Elective	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management		
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective	GE (Note 2)	IS4532 Global Project Management	IS4340 Search Engine Optimization		2026/27
4B	CB4303 Strategy and Policy	MKT Elective	MKT/ IFMG Elective	IS4538 O2O Services	GE1501 Chinese Civilization – History & Philosophy		

Note:

MKT 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	MKT4681 Data Strategy for	
MKT4650 Designing Brands and Customer	MKT4636 Customer	
MKT4652 Designing and Developing Innovative	MKT4680 Digital Marketing Tools and Analytics	
MKT3608 Marketing Intelligence and Applications of Analytics		
Group B:		
MKT4623 Selling and Sales Management	MKT4634 Fundamentals of Public Relations	
MKT4625 Advertising Management and Integrated	MKT4637 Event Marketing	
MKT3638/ CB3800 Marketing Internship/ Business Practice Internship	MKT3600 China Business Workshop	
MKT4622 Services Marketing	MKT4604 Marketing in China	
MKT4624 Retail Management	MKT4605 International Marketing	
MKT4639 Marketing Diagnostic Residential Trip	MKT4633 Cultural Advertising	
MKT4651 Advanced Marketing Seminar II	MKT4629 Social Media Marketing	
MKT4674 Advanced Internship	MKT4610 Customer Relationship Management	
One course from any CB major	MKT3643 Marketing Case Analysis and Communication	
MKT major zero-credit course requirement: (one of the following courses)		
MKT2643A	Active Learning for Professional Marketers	
MKT1641	Exchange Learning and Reflection	
MKT1671	Internship I	
MKT2672	Internship II	
MKT3673	Internship III	

IS Second Major Electives (Credit Units)	
+ Subject to fulfilling pre-requisite requirements	
IS2022 Business Programming with Spreadsheet (3)	
IS3101+ Cryptocurrency and Blockchain (3)	
IS3230 Java Programming for Business (3)	
IS3542 Generative Artificial Intelligence for Business (3)	
IS4238 / IS4239 Internship I / II (3)	
IS4837 Regulatory Compliance for Financial Services Technologies (3)	
IS4940 Global Technology Entrepreneurship and Innovation (3)	
CB3800+ Business Practice Internship (3)	
XXXXXX Any one Core course from other BBA Majors (3)	

MKT/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

First Major in Information Management (Internet Services and Social Networks Stream) - Second Major in Marketing (BBAU4 for 2024 cohort)
Effective from Catalogue Term: Sem A 2025/26

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	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	CB2203 Data-driven Business Modeling	CB2101 Introduction to Managerial Accounting	CB2402 Macroeconomics	IS3331 Database Management	GE1501 Chinese Civilization -- History & Philosophy	GE1401 University English (for students taken EAP)	
	B	GE	CB3410 Financial Management	IS3430 Systems Analysis and Design	IS Major Elective 1	MKT3603 Consumer Behavior	GE2402 English for Business Communication (for students taken EAP)	
3	A	GE	IS2505 e-Business	IS Major Elective 2	MKT4628 Digital Marketing	MKT Second Major Elective 1		
	B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MKT4606 Strategic Marketing	MKT3602 Marketing Research		
4	A	GE	MKT Second Major El ective 2 IS4532 Global Project Management	IS4340 Search Engine Optimization	Either Sem A or B MKT4611 Advanced Marketing Seminar I	MKT Second Major Elective 3		
	B	GE	Either Sem A /B CB4303 Strategy and Policy	IS4538 O2O Services	MKT Second Major Elective 4	MKT Second Major Elective 5		

Points to Note:

Minimum Credits Required for CB double major students

GE (21 CU); GE courses (12 CU) + (9 CU)

GE (9 CU); 2 ENGL + COV

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

First Major Requirement (30 CU); Major core / major elective

Second Major Requirement (27 CU); Major core / major

Minor/Free Electives (0 CU - 24 CU)

IS Major Electives (Credit Units)

+ Subject to fulfilling pre-requisite requirements

IS2022 Business Programming with Spreadsheet (3)
IS3101+ Cryptocurrency and Blockchain (3)
IS3230 Java Programming for Business (3)
IS3542 Generative Artificial Intelligence for Business (3)
IS4238 / IS4239 Internship I / II (3)
IS4837 Regulatory Compliance for Financial Services Technologies (3)
IS4940 Global Technology Entrepreneurship and Innovation (3)
CB3800+ Business Practice Internship (3)
XXXXXX Any one Core course from other BBA Majors (3)

MKT 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
MKT4650 Designing Brands and Customer
MKT4652 Designing and Developing
MKT3608 Marketing Intelligence and Applications of Analytics

Group B:

MKT4623 Selling and Sales Management
MKT4625 Advertising Management and
MKT3639/ CB3800 Marketing Internship/
MKT4622 Services Marketing
MKT4624 Retail
Management
MKT4639 Marketing Diagnostic Residential
MKT4651 Advanced
Marketing Seminar II
MKT4674 Advanced
Internship
One course from any
CB major

MKT major zero-credit course requirement: (one of the following courses)

MKT2643A
MKT1641
MKT1671
MKT2672
MKT3673