

**Suggested Study Plan for Cohort 2023 Normative 4-Year BBA Business Decision Analytics Major - Decision Analytics Stream**  
**Catalogue Term Semester A 2023/24**

Yr/Sem							Offer Year
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE*	GE1401 University English or EAP <sup>#</sup>	Sem A or B CHIN1001 University Chinese I <sup>▲</sup>	2023/2024 (Programme: BDAN)
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 English for Business Communication or EAP <sup>#</sup>		
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)	2024/2025
2B	CB2240 Introduction to Business Programming in Python	GE*	College Elective	MS3252 Regression Analysis	Minor <sup>△</sup>	GE2402 English for Business Communication (for students taken EAP)	
3A	CB3043 Business Case Analysis and Communication	GE1501 Chinese Civilization – History & Philosophy	College Elective	MS4224 Enterprise Data Mining	Minor <sup>△</sup>		2025/2026
3B	CB2203 Data Driven Business Modeling	GE*	MS3111 Data Analytics with Excel VBA	Major Elective <sup>○</sup>	Minor <sup>△</sup>		
4A	College Elective	GE*	MS3128 Managerial Decision Analytics	Free Elective	Minor <sup>△</sup>		2026/2027
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	Major Elective <sup>○</sup>	Minor <sup>△</sup>		

Minimum Credits Required

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

GE: 2 ENGL + CCIV (9 CU)

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

Major: 10 Major courses (30 CU)

Minor/Free Electives: 6 courses (18 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

Notes for Requirement:

**#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 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

(★) 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.

*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

MS3406 Active Learning for Decision Analytics and Operations Management (new course, subject to approval)

LT3233 Computational Linguistics

Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval

**Suggested Study Plan for Cohort 2023 Advnced Standing I BBA Business Decision Analytics Major - Decision Analytics Stream**  
**Catalogue Term Semester A 2023/24**

Yr/Sem							Offer Year
<b>1A</b>	CB2100 Introduction to Financial Accounting	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE1401 University English or EAP <sup>#</sup>	CHIN1001 University Chinese I <sup>▲</sup>	2023/2024
<b>1B</b>	CB2300 Management	CB2601 Marketing	CB2200 Business Statistics	CB2402 Macro-Economics	GE2402 English for Business Communication or EAP <sup>#</sup>	GE <sup>*</sup>	
<b>2A</b>	CB2101 Introduction to Managerial Accounting	CB3410 Financial Management	GE <sup>*</sup>	MS3251 Analytics using SAS	MS3227 Probability Theory in Decision Making	GE1401 University English (for students taken EAP)	2024/2025
<b>2B</b>	CB2203 Data Driven Business Modeling	CB2240 Introduction to Business Programming in Python	MS3111 Data Analytics with Excel VBA	MS3252 Regression Analysis	Major Elective <sup>o</sup>	GE2402 English for Business Communication (for students taken EAP)	
<b>3A</b>	College Elective	CB3043 Business Case Analysis and Communication	MS4224 Enterprise Data Mining	MS3128 Managerial Decision Analytics	GE1501 Chinese Civilisation - History and Philosophy		2025/2026
<b>3B</b>	College Elective	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	Major Elective <sup>o</sup>		
<b>4A</b>							
<b>4B</b>							

Minimum Credits Required:

GE: 2 GE courses + 2 College-Specified courses (12 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 12 College Cores + 2 College Electives (42 CU)

Major: 10 Major courses (30 CU)

Min. Total: 31 courses (93 CU)

Max. Allowable: 38 courses (114 CU)

Credits Exempted:

2 GE (6 CU)

1 College Elective (3 CU)

6 Minor/ Free Electives (18 CU)

Notes for Requirement:

**#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.

**oMajor 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  
MS3406 Active Learning for Decision Analytics and Operations Management (new course, subject to approval)  
LT3233 Computational Linguistics  
Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval

**Suggested Study Plan for Cohort 2023 Advnced Standing II BBA Business Decision Analytics Major - Decision Analytics Stream**  
**Catalogue Term Semester A 2023/24**

Yr/Sem							Offer Year
1A							
1B							
2A							
2B							
3A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB3043 Business Case Analysis and Communication	MS3251 Analytics using SAS	MS3227 Probability Theory in Decision Making		2023/2024
3B	CB2402 Macro-Economics	CB2240 Introduction to Business Programming in Python	CB2203 Data Driven Business Modeling	MS3111 Data Analytics with Excel VBA	MS3252 Regression Analysis	GE2402 English for Business Communication <sup>#</sup>	
4A	College Elective	GE*	MS4224 Enterprise Data Mining	MS3128 Managerial Decision Analytics	Major Elective <sup>o</sup>		2024/2025
4B	College Elective	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	Major Elective <sup>o</sup>		

Minimum Credits Required

GE: 1 GE course + 2 College-Specified courses (9 CU)

GE: ENGL (3 CU)

College: 5 College Cores + 2 College Elective (21 CU)

Major: 10 Major courses (30 CU)

Min. Total: 21 courses (63 CU)

Max. Allowable: 28 courses (84 CU)

Credits Exempted

3 GE (9 CU)

1 ENGL+ 1 CCIV -(6 CU)

7 College Core - 1 College Elective (24 CU)

6 Minor/ Free Electives (18 CU)

Notes for Requirement:

**#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.

🌀**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

MS3406 Active Learning for Decision Analytics and Operations Management (new course, subject to approval)

LT3233 Computational Linguistics

Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval