

**Suggested Study Plan for Normative 4-Year First Major BBA Business Analysis (Business Analysis Stream) & Second Major  
Cohort 2019, Both Majors to be Started in (Catalogue Term) Semester A 2020/2021**

Yr/Sem							Offer Year
1A	Sem A or B CB2100 Introduction to Financial Accounting	CB2201 Operations Management	Sem A or B CB2400 Micro-Economics	Sem A or B CB2601 Marketing	GE1401 University English or EAP <sup>#</sup>	Sem A or B CHIN1001 University Chinese I <sup>▲</sup>	2019/2020 (Programme: BDMS)
1B	Sem A or B CB2300 Management	Sem A or B CB2500 Information Management	CB2200 Business Statistics	GE*	GE2402 English for Business Communication or EAP <sup>#</sup>		
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	Sem A or B CB3410 Financial Management	MS3252 Regression Analysis	MS3251 Analytics using SAS	GE1401 University English (for students taken EAP)	2020/2021
2B	College Elective <sup>@</sup>	GE*	MS3227 Probability and Applications in Business	Second Major Core/Elective	Second Major Core/Elective	GE2402 English for Business Communication (for students taken EAP)	
3A	GE1501 Chinese Civilization – History & Philosophy	GE*	MS4224 Enterprise Data Mining	Second Major Core/Elective	Second Major Core/Elective	GE*	2021/2022
3B	College Elective <sup>@</sup>	Major Elective <sup>°</sup>	MS3111 Quantitative Business Analysis with VBA	Second Major Core/Elective	Second Major Core/Elective		
4A	College Elective <sup>@</sup>	Major Elective <sup>°</sup>	Major Elective <sup>°</sup>	Second Major Core/Elective	Second Major Core/Elective		2022/2023
4B	CB4303 Strategy and Policy	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	Second Major Core/Elective	Second Major Core/Elective (Allow 1 shared course between first and second majors)		

Minimum Credits Required

GE: 4 GE courses + 3 College Electives (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores (33 CU)

Major 1: BANL 10 Major courses (30 CU)

Major 2: 10 Major courses (30 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.**

**@College Electives Requirement:**

The 9 credit units must be selected from at least three areas of College Electives Areas 1-4.

**QBANL Major Electives:** Take 3 electives from Groups A and B, at least 1 must be from Group A

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  
IS2240 Python Programming for Business  
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

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**Cohort 2019, Business Analysis Major to be Started in (Catalogue Term) Semester A 2020/21**

Yr/Sem							Offer Year
1A							2019/2020
1B							
2A							2020/2021
2B				MS3111 Quantitative Business Analysis with VBA	Major Elective <sup>o</sup> (Allow 1 shared course between first and second majors.)		
3A				MS3252 Regression Analysis	MS3251 Analytics using SAS		2021/2022
3B				MS3227 Probability and Applications in Business	MS4226 Financial Risk Analytics		
4A				MS4224 Enterprise Data Mining	Major Elective <sup>o</sup>		2022/2023
4B				MS4252 Big Data Analytics	Major Elective <sup>o</sup>		

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