

**Suggested Study Plan for BBA4: First Major Business Decision Analytics (Decision Analytics Stream) + Second Major Business Economics**  
**Cohort: 2023, Catalogue Term: Sem A 2024/2025**

Yr/Sem						
1A	CB2100 Introduction to Financial Accounting	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE1401 University English or EAP <sup>#</sup>	Sem A or B CHIN1001 University Chinese I <sup>▲</sup>
1B	CB2300 Management	CB2601 Marketing	CB2200 Business Statistics	GE <sup>*</sup>	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	GE2402 English for Business Communication (for students taken EAP)
2B	CB2240 Introduction to Business Programming in Python	GE <sup>*</sup>	MS3252 Regression Analysis	GE <sup>*</sup>	ECON Major Electives	GE1401 University English (for students taken EAP)
3A	CB3043 Business Case Analysis and Communication	GE1501 Chinese Civilization – History & Philosophy	MS4224 Enterprise Data Mining	EF2452 Mathematics for Economics & Finance		
3B	CB2203 Data-Driven Business Modeling	MS3111 Data Analytics with Excel VBA	BDAN Major Elective <sup>⊕</sup>	EF3442 Intermediate Microeconomics	EF3450 Principles of Econometrics	EF3441 Intermediate Macroeconomics
4A	GE <sup>*</sup>	MS3128 Managerial Decision Analytics	BDAN Major Elective <sup>⊕</sup>	ECON Major Electives	ECON Major Electives	
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	ECON Major Electives	ECON Major Electives	

Minimum Credits Required

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

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Core (33 CU)

Major 1 BDAN: 10 Major courses (30 CU)

Major 2 BE: 9 courses (27 CU) + 1 shared course with First Major

**Min. Total: 40 courses (120 CU)**

**Max. Allowable: 48 courses (144 CU)**

**<sup>#</sup>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).

**<sup>\*</sup>Gateway Education Course Distributional Requirement:**

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

**<sup>▲</sup>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.

**⊕ 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.

**BE Second Major Electives:**

**BE Major Elective: Choose 2 courses from the following course list.**

EF3320 Security Analysis and Portfolio Management	EF4441 Open Economy Macroecon
EF3451 Economic and Business Forecasting	EF4600 Internship
EF3461 Economies of China (Mainland) & Hong Kong	EF4480 Industrial Organizaton
EF4300 Project	EF4481 Regulatory Economics
EF4312 Mergers & Acquisitions	EF4485 Experimental Methods in Economics/Finance
EF4431 Money and Banking	EF4490 Urban Economics
	EF4491 Real Estate Economics and Finance
	Any one Core course from other BBA Majors