

**First Major in Information Management (Internet Services and Social Networks Stream) - Second Major in Management (Strategy and International Management Stream) (BBAU4 for 2023/24 cohort)**  
**Effective from Catalogue Term: Sem A 2024/25**

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	Either Sem A / 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	Either Sem A / B CB2203 Data-driven Business Modeling	CB2101 Introduction to Managerial Accounting	CB2402 Macroeconomics	IS3331 Database Management	MGT3306 Organizational Behavior and Human Resources Management	GE1401 University English (for students taken EAP)
	B	Either Sem A / B CB3043 Business Case Analysis and Communication	Either Sem A / B CB3410 Financial Management	IS3430 Systems Analysis and Design	GE1501 Chinese Civilization – History & Philosophy	MGT 2nd Major Elective 1	GE2402 English for Business Communication (for students taken EAP)
3	A	IS2505 e-Business	IFMG 2nd Major Elective 1	IFMG 2nd Major Elective 2 MGT2324 Introduction to Entrepreneurship	MGT3305 Corporate Social Responsibility	MGT4227 International Business	
	B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MGT Stream Elective 1	MGT Stream Elective 2	
4	A	GE	IS4532 Global Project Management	IS4340 Search Engine Optimization	MGT Stream Elective 3	GE	
	B	GE	Either Sem A / B CB4303 Strategy and Policy	IS4538 O2O Services	MGT 2nd Major Elective 2	MGT 2nd Major Elective 3	

Points to Note:

- Double-major students: **30 credit units** for Major cores / Major Electives from **home department**
- at least 27 credit units** for Major cores / Major electives from **second major department**

Minimum Credits Required for CB double major students

**GE (21 CU): GE courses (12 CU) + College-specified courses (9 CU)**

**GE (9 CU): 2 ENGL + CCIV**

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

First Major Requirement (30 CU): Major core / major elective courses

**Second Major Requirement (27 CU): Major core / major elective courses**

Minor/Free Electives (0 CU - 24 CU)

**Min. Total: 120 CU**

**Max. Allowable: 144 CU**

\*CU = Credit Units

**IS Major Electives (Credit Units)**

IS2022 Business Programming with Spreadsheet (3)	IS4636 Business Process and Service Management (3)	+ Subject to fulfilling pre-requisite requirements
IS2239 Data Structure and Algorithms (3)	IS4837 Delivery Systems for Financial Services (3)	
IS3101+ Cryptocurrency and Blockchain (3)	IS4937+ / IS4938+ Information Management Consulting Project I / II (3)	
IS3230 Java Programming for Business (3)	IS4940 Global Technology Entrepreneurship and Innovation (3)	
IS4030 Website Design for e-Commerce (3)	CB3800+ Business Practice Internship (3)	
IS4032 Mobile Apps (3)	XXXXXX Any one Core course from other BBA Majors (3)	
IS4238 / IS4239 Internship I / II (3)		

**MGMT Second Major Electives: Students are required to take 3 electives from the following list:**

MGT3302 Interactive Skills Workshop for Business  
MGT4314 Negotiation  
MGT4315 Leadership  
MGT4800 Management Summer Internship  
MGT4305 Developing and Presenting a Business Plan  
XXXXXX Any one Core course from other BBA majors

**MGMT Stream Electives: Students are required to take 3 electives from the following list within their chosen stream:**

**SIM Stream:**  
MGT4313 Strategic Entrepreneurship  
MGT4312 Launching Business in Asia Pacific  
MGT4310 Managing Multinationals  
MGT4311 Advanced Strategic Analysis  
MGT3422 Product and Service Innovation Management

IS/MGT 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.