

First Major MGMT (HRM Stream) - Second Major MKT (BBAU4 for 2023 cohort)
Effective from Catalogue Term: Sem A 2024/25

| Yr/Sem | | | | | | Offer Year | |
|--------|--|--|--|--|--|--|---------|
| 1A | Either Sem A/B CB2100 Introduction to Financial Accounting | Either Sem A/B CB2601 Marketing | Either Sem A/B CB2400 Microeconomics | GE (Note 2) | GE1401 University English or EAP (Note 1) | Sem A or B CHIN1001 University Chinese I (Note 3) | 2023/24 |
| 1B | Either Sem A/B CB2201 Operations Management | Either Sem A/B CB2300 Management | Either Sem A/B CB2500 Information Management | GE (Note 2) | GE2402 English for Business Communication or EAP (Note 1) | | |
| 2A | CB2402 Macroeconomics | CB2101 Introduction to Managerial Accounting | CB2200 Business Statistics | MGT3306 Organisational Behaviour & Human Resources Management | MGT2324 Introduction to Entrepreneurship | GE1401 University English (for students taken EAP) | 2024/25 |
| 2B | MGT Major Elective | Either Sem A/B CB3410 Financial Management | MKT3603 Consumer Behavior | Either Sem A/B 2nd Major Elective | GE (Note 2) | GE2402 English for Business Communication (for students taken EAP) | |
| 3A | CB2240 Introduction to Business Programming in Python | MGT3305 Corporate Social Responsibility | MGT4227 International Business | MKT3602 Marketing Research | GE1501 Chinese Civilization – History & Philosophy | | 2025/26 |
| 3B | CB2203 Data-Driven Business Modeling | MGT Stream Elective | MGT Stream Elective | MKT4606 Strategic Marketing | GE (Note 2) | | |
| 4A | CB3043 Business Case Analysis and Communication | MGT Stream Elective | MKT4628 Digital Marketing | Either Sem A/B 2nd Major Elective | Either Sem A/B 2nd Major Elective | | 2026/27 |
| 4B | Either Sem A/B CB4303 Strategic Management | MGT Major Elective | Either Sem A/B MKT4611 Advanced Marketing Seminar I | Either Sem A/B 2nd Major Elective | MGT Major Elective | | |

Points to Note:

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

Minimum Credits Required for CB double major students

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|---|
| GE : 4 GE courses + 3 College-specified courses (21 CU) |
| GE : 2 ENGL + 1 CCIV (9 CU) |
| College : 11 College Core (33 CU) |
| First Major Requirement (30 CU): Major core / major elective courses |
| Second Major Requirement (27 CU): Major core / major elective courses |
| Min. Total: 120 CU |
| Max. Allowable: 144 CU |
| *CU = Credit Units |

Note:

(1) English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

(2) Gateway Education Course Distributional Requirements

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

(3) 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.

MGT Major Electives: Students are required to take 3 electives from the following list:

MGT3302 Interactive Skills Workshop for Business
MGT4101 Project
MGT4305 Developing and Presenting a Business Plan
MGT4314 Negotiation
MGT4315 Leadership
MGT4800 Management Internship
Any one core course from other BBA Major

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

HRM

MGT3307 Employment Law & Practices
MGT4306 Performance & Compensation Management
MGT4307 People & HR Analytics
MGT4308 Staffing
MGT4309 Talent Management: Learning & Development

MKT Major with zero-credit core requirements

One of the following courses:
MKT2643A Active Learning for Professional Marketing
MKT1641 Exchange Learning and Reflection
MKT1671 Internship I
MKT2672 Internship II
MKT3673 Internship III

MKT Second 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 Marketing |
| MKT4650 Designing Brands and Customer Experience | MKT4636 Customer Analytics |
| MKT4652 Designing and Developing Innovative Products | 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 Marketing Communications | 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 | |