

| Yr/Sem |  |  |                                  |   |   |  | Offer Year |
|--------|--|--|----------------------------------|---|---|--|------------|
| 1A     | CB2201<br>Operations Management                          | CB2400<br>Micro-Economics                                | CB2500<br>Information Management | GE*   | GE1401 University English<br>or EAP#                    | Sem A or B<br>CHIN1001<br>University Chinese I ▲                         | 2024/25    |
| 1B     | CB2100<br>Introduction to Financial<br>Accounting        | CB2200<br>Business Statistics                            | CB2300<br>Management             | CB2601<br>Marketing   | GE2402 English for Business<br>Communication<br>or EAP# |  |            |
| 2A     | CB2101<br>Introduction to Managerial<br>Accounting       | CB2402<br>Macro-Economics                                | CB3410 Financial Management      | MS3227 Probability Theory in<br>Decision Making                     | MS3251 Analytics using SAS                              | GE1401 University English<br>(for students taken EAP)                    | 2025/26    |
| 2B     | CB2240 Introduction to Business<br>Programming in Python | GE*  | MS3252 Regression Analysis       | GE*   | MGT Major Elective                                      | GE2402 English for Business<br>Communication<br>(for students taken EAP) |            |
| 3A     | Any GE course<br>or<br>College Elective                  | GE1501<br>Chinese Civilization – History &<br>Philosophy | MS4224 Enterprise Data Mining    | MGT3306<br>Organizational Behaviour &<br>Human Resources Management | MGT2324<br>Introduction to Entrepreneurship             |  | 2026/27    |
| 3B     | CB2203 Data-Driven Business<br>Modeling                  | MS3111 Data Analytics with Excel<br>VBA                  | BDAN Major Elective <sup>o</sup> | MGT Stream Elective   | MGT Stream Elective                                     |  |            |
| 4A     | GE*  | MS3128 Managerial Decision<br>Analytics                  | BDAN Major Elective <sup>o</sup> | MGT3305<br>Corporate Social Responsibility                          | MGT Stream Elective                                     | MGT4227<br>International Business  | 2027/28    |
| 4B     | CB4303<br>Strategic Management                           | MS4226 Financial Risk Analytics                          | MS4252 Big Data Analytics        | MGT Major Elective  | MGT Major Elective<br>or share a BDAN major course      |  |            |

Minimum Credits Required

GE - 4/5 GE courses + 2 College-Specified courses (18/21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores (33 CU)

Major 1 BDAN: 10 Major courses (30 CU)

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

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

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

Note:

**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 1 course 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

**▲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**.

**<sup>o</sup>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.

**MGT Major Electives: Students are required to take 2 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:**

**HRM**

MGT3307 Employment Law & Practices

MGT4306 Performance & Compensation Management

MGT4307 People & HR Analytics

MGT4308 Staffing

MGT4309 Talent Management: Learning & Development