

**First Major in Information Management (Internet Services and Social Networks Stream) -
Second Major in Management (Strategy and International Management Stream) (BBAU4 for 2024 cohort)
Effective from Catalogue Term: Sem A 2025/26**

Yr/Sem							Offer Year
1A	Sem A & B CB2201 Operations Management	Sem A & B CB2100 Micro-Economics	Sem A & B CB2500 Information Management	Sem A & B CB2601 Marketing	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2023/24
1B	CB2240 Introduction to Business Programming in Python	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2300 Management	CB2200 Business Statistics	GE2402 English for Business Communication or EAP (Note 1)		
2A	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)	2024/25
2B	GE	Either Sem A /B CB3410 Financial Management	IS3430 Systems Analysis and Design	GE1501 Chinese Civilization – History & Philosophy	MGT2324 Introduction to Entrepreneurship	GE2402 English for Business Communication (for students taken EAP)	
3A	IS2505 e-Business	IFMG Major Elective	IFMG Major Elective	MGT3305 Corporate Social Responsibility	MGT4227 International Business		2025/26
3B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MGT Stream Elective	MGT Stream Elective		
4A	GE	IS4532 Global Project Management	IS4340 Search Engine Optimization	MGT Stream Elective	GE		2026/27
4B	GE	CB4303 Strategic Management	IS4538 O2O Services	MGT Major Elective	MGT Major Elective		

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 : 5 GE courses + 2 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.

IS Second Major Electives (Credit Units)

IS2022 Business Programming with Spreadsheet (3)

IS3101 Blockchain and Digital Currency (3)

IS3230 Java Programming for Business (3)

IS3542 Generative Artificial Intelligence for Business (3)

IS4238 / IS4239 Internship I / II (3)

+ Subject to fulfilling pre-requisite requirements

IS4837 Regulatory Compliance for Financial Services Technologies (3)

IS4940 Global Technology Entrepreneurship and Innovation (3)

CB3800+ Business Practice Internship (3)

XXXXXX Any one Core course from other BBA Majors (3)

IS 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.

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 within their chosen stream:

SIM

MGT3422 Product and Service Innovation Management

MGT4310 Managing Multinationals

MGT4311 Advanced Strategic Analysis

MGT4312 Launching Business in Asia Pacific

MGT4313 Strategic Entrepreneurship