

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

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	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	CB2203 Data-driven Business Modeling	CB2101 Introduction to Managerial Accounting	CB2402 Macroeconomics	IS3331 Database Management	GE1501 Chinese Civilization -- History & Philosophy	GE1401 University English (for students taken EAP)	
	B	GE	CB3410 Financial Management	IS3430 Systems Analysis and Design	IS Major Elective 1	MKT3603 Consumer Behavior	GE2402 English for Business Communication (for students taken EAP)	
3	A	GE	IS2505 e-Business	IS Major Elective 2	MKT4628 Digital Marketing	MKT Second Major Elective 1		
	B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MKT4606 Strategic Marketing	MKT3602 Marketing Research		
4	A	GE	MKT Second Major El ective 2 IS4532 Global Project Management	IS4340 Search Engine Optimization	Either Sem A or B MKT4611 Advanced Marketing Seminar I	MKT Second Major Elective 3		
	B	GE	Either Sem A /B CB4303 Strategy and Policy	IS4538 O2O Services	MKT Second Major Elective 4	MKT Second Major Elective 5		

Points to Note:

Minimum Credits Required for CB double major students

GE (21 CU); GE courses (12 CU) + (9 CU)

GE (9 CU); 2 ENGL + COV

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

First Major Requirement (30 CU); Major core / major elective

Second Major Requirement (27 CU); Major core / major

Minor/Free Electives (0 CU - 24 CU)

**IS Major Electives (Credit Units)**

+ Subject to fulfilling pre-requisite requirements

IS2022 Business Programming with Spreadsheet (3)  
IS3101+ Cryptocurrency and Blockchain (3)  
IS3230 Java Programming for Business (3)  
IS3542 Generative Artificial Intelligence for Business (3)  
IS4238 / IS4239 Internship I / II (3)  
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)

**MKT 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  
MKT4650 Designing Brands and Customer  
MKT4652 Designing and Developing  
MKT3608 Marketing Intelligence and Applications of Analytics

**Group B:**

MKT4623 Selling and Sales Management  
MKT4625 Advertising Management and  
MKT3639/ CB3800 Marketing Internship/  
MKT4622 Services Marketing  
MKT4624 Retail  
Management  
MKT4639 Marketing Diagnostic Residential  
MKT4651 Advanced  
Marketing Seminar II  
MKT4674 Advanced  
Internship  
One course from any  
CB major

**MKT major zero-credit course requirement: (one of the following courses)**

MKT2643A  
MKT1641  
MKT1671  
MKT2672  
MKT3673