

BBAMKT 4-year Programme Structure 2023 Intake - Second Major GOM

Proposed

Yr/Sem							Offer Year
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	2023/2024
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	Sem A & B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)		
2A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	MKT4628 Digital Marketing	GE1501 Chinese Civilization – History & Philosophy	GE1401 University English (for students taken EAP)	2024/2025
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	MS3253 Operations Analytics	MS3127 Global Business Logistics	MKT3603 Consumer Behavior	GE2402 English for Business Communication (for students taken EAP)	
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	MKT3602 Marketing Research	MKT Elective (note 4)	MS3124 Global Supply Chain Management	MS3322 Quality Management		2025/2026
3B	GE – College-specified course: CB3043 Business Case Analysis and Communication	MKT4606 Strategic Marketing	MKT Elective (note 4)	GOM Elective (note 5)	GOM Elective (note 5)		
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective (note 4)	GOM Elective (note 5)	MS4306 Best Practices in Global Operations Management	GE (Note 2)		2026/2027
4B	CB4303 Strategic Management	MKT Elective (note 4)	MKT/ GOM Elective (note 4 & 5)	MS3123 Workshop on Global Operations and Supply Chain Management Practices	GE (Note 2)		

Minimum Credits Required:

GE: 4 GE courses + 3 College-specified courses (21 CU)
 GE: 2 ENGL + CCIV (9 CU)
 College: 11 College Core (33 CU)
 Major: 10 Major courses (30 CU)

Second Major BANL: 9 courses (27 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

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.

Note 4:

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 Comm	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

MKT3643 Marketing Case Analysis and Communication

MKT major zero-credit course requirement:

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