

First Major MKT - Second Major IFMG (Cohort 2024)

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)
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	GE (Note 2)	GE1401 University English (for students taken EAP)
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	MKT3603 Consumer Behavior	Sem A IS2505 e-Business	IS3430 Systems Analysis and Design	GE2402 English for Business Communication (for students taken EAP)
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	MKT3602 Marketing Research	MKT Elective	IS3331 Database Management	IFMG 2nd Major Elective 1	
3B	GE (Note 2)	MKT4606 Strategic Marketing	MKT Elective	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective	GE (Note 2)	IS4532 Global Project Management	IS4340 Search Engine Optimization	
4B	CB4303 Strategy and Policy	MKT Elective	MKT/ IFMG Elective	IS4538 O2O Services	GE1501 Chinese Civilization – History & Philosophy	

Note:

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 Marketing	MKT4681 Data Strategy for
MKT4650 Designing Brands and Customer	MKT4636 Customer
MKT4652 Designing and Developing Innovative	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	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 Marketers
MKT1641	Exchange Learning and Reflection
MKT1671	Internship I
MKT2672	Internship II
MKT3673	Internship III

IS Second 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/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