BBA Accountancy 4-yr Structure (BBAU4 for 2025/26 cohort) - Second Major MKT
Effective from Catalogue Term: Sem A 2026/27
Sample Plan of Study for 2025 cohort

Year/Sem							Offer Year
1A	Either Sem A /B CB2100 Introduction to Financial Accounting	Either Sem A /B CB2601 Marketing	Either Sem A /B CB2400 Microeconomics	GE	GE1401 University English or EAP	GE1601 Whole-Person Development	2025/26
1B	Either Sem A /B CB2201 Operations Management	Either Sem A /B CB2300 Management	Either Sem A /B CB2500 Information Management	GE	GE2402 English for Business Communication or EAP	Either Sem A /B CHIN1001 University Chinese I	
2A	CB2402 Macroeconomics	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	AC3202 Corporate Accounting I	Recommended College Elective LW2903 Business and Law	GE2402 English for Business Communication (for students taken EAP)	2026/27
2B	AC4301 Corporate Accounting II	Either Sem A /B CB3410 Financial Management	Either Sem A/B 2nd Major Core MKT3603 Consumer Behavior	Either Sem A/B 2nd Major Elective	Either Sem A/B 2nd Major Elective	GE1401 University English (for students taken EAP)	
3A	College-specified Course CB2240 Introduction to Business Programme in Python	AC4251 Taxation and Tax Planning	AC4342 Auditing	Either Sem A/B 2nd Major Core MKT4628 Digital Marketing Strategy	GE	GE1501 Chinese Civilization – History & Philosophy	2027/28
3B	College-specified Course CB2203 Data-driven Business Modeling	AC4303 Advanced Financial Accounting	2nd Major Core MKT4606 Strategic Marketing	Either Sem A/B 2nd Major Core MKT3602 Marketing Research	GE		
4A	AC4332 Corporate Finance and Control	AC4391 Accounting and Business Ethics	AC Major Elective 1	Either Sem A/B 2nd Major Elective			2028/29
4B	Either Sem A /B CB4303 Strategy Management	LW3902 The Law Relating to Companies	AC Major Elective 2	Either Sem A/ B 2nd Major Core MKT4611 Advanced Marketing Seminar I	Either Sem A/B 2nd Major Elective		

Points to Note:
1. Double-major students: **30 credit units** for Major cores / Major Electives from **home department**
2. **at least 27 credit units** for Major cores / Major electives from **second major department**
3. **Recommended College Elective**
   LW2903 is a prerequisite for LW3902 and falls under the category of "College Elective". Without completing LW2903, students will not be able to enroll in LW3902.

Minimum Credits Required for CB double major students

GE (21 CU): College Specified Courses (6 CU) + GE (12 CU) + College Elective (3 CU)
GE (10 CU): 2 ENGL + CDV + WPD
College (33 CU): 11 College Core courses
AC Home Major (30 CU): 8 Major Core courses + 2 Major Electives
MKT Second Major (27 CU): Major core / major elective courses (9 Courses)
Min. Total: 121 CU
Max. Allowable: 144 CU
*CU = Credit Units

AC Major Elective
Choose **two courses** from the listed below:
AC3252 Accounting and Taxation Systems in the Chinese Mainland
AC3390 ESG and ESG Disclosure
AC3391 Corporate Governance
AC4161 Accounting Information Systems and Emerging Technologies
AC4305 Advanced Accounting Practice
AC4308 Accounting Meets Culture - Int'l Std Setting Bodies, Sustainability & Cultural Insights from Europe
AC4322 Advanced Management Accounting
AC4343 Advanced Auditing Practice
AC4351 Advanced Taxation
AC4382 Contemporary Accounting and Business Issues: Global Perspectives
AC4383** AC Professional Internship and Professional Attachment
AC4384** Advanced Professional Internship
AC4385** Accounting and Business Project
AC4392 Risk Management
AC4393 Boardroom Dynamics
AC4483** Comprehensive Assurance Co-op Apprenticeship
Any one Core & Elective course from other BBA Majors
** These courses can be used to fulfil the internship/consultancy project/research project requirement.

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	MKT4682 Artificial Intelligence for Marketing
Group B:	
MKT4623 Selling and Sales Management	MKT4634 Fundamentals of Public Relations
MKT4625 Advertising Management and Integrated Marketing Communications	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 Communications

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

AC 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.