Suggested Study Plan for BBAU4: First Major Business Decision Analytics (Decision Analytics Stream) + Second Major Information Management (Business Intelligence Stream)
Cohort: 2025 Catalogue Term: Sem A 2026/2027

Yr/Sem							Offer Year
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE★	GE1401 University English or EAP#	GE1601 Whole-Person Development	2025/26
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 English for Business Communication or EAP#	Sem A or B CHIN1001 University Chinese I ▲	
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	CB3410 Financial Management	MS3227 Probability Theory in Decision Making	MS3251 Analytics using SAS	GE1401 University English (for students taken EAP)	2026/27
2B	CB2240 Introduction to Business Programming in Python	GE★	MS3252 Regression Analysis	IS3430 Systems Analysis and Design		GE2402 English for Business Communication (for students taken EAP)	
3A	GE Course or College Elective	GE1501 Chinese Civilization – History & Philosophy	MS4224 Enterprise Data Mining	IS3331 Database Management	IS3240 Advanced Business Programming in Python	GE★	2027/28
3B	CB2203 Data-Driven Business Modeling	MS3111 Data Analytics with Excel VBA	BDAN Major Elective 1✪	IS3100 Techniques for Big Data	* IS Second Major Elective 1 (Note 1)	* IS Second Major Elective 2 (Note 1) or share a BDAN major course	
4A	GE★	MS3128 Managerial Decision Analytics	BDAN Major Elective 2✪	IS4834 Business Intelligence and Analytics	IS4861 Machine Learning for Business	IS4532 Global Project Management	2028/29
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	IS4335 Data Visualization			

Minimum Credits Required

GE - 4/5 GE courses + 2 College-Specified courses (18/21 CU)

GE: 2 ENGL + CCIV + GE1601 (10 CU)

College: 11 College Cores + 0/1 College Electives (33/36 CU)

Major 1 BDAN: 10 Major courses (30 CU)

Major 2: IFMG 9 Major courses (27 CU) + 1 shared course with BDAN first major

(Among the 20 major courses, at least 19 major courses must be new courses)

Min. Total: 41 courses (121 CU)

Max. Allowable: 48 courses (144 CU)

Note:

#**English Language Requirement:**

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course LC0200A and LC0200B English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

★**Gateway Education Course Distributional Requirement:**

Take 1 course from each of the 3 areas:

Area 1: Arts and Humanities

Area 2: Study of Scoieties, Social and Business Organizations

Area 3: Science and Technology

▲**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.

✪ **BDAN Major Electives: Take 2 electives from Groups A and B, at least 1 must be from Group A**

Group A :	*Group B :*
MS3224 Business Survey Design	CS2360 Java Programming
MS3403 Internship for Management Sciences (✷)	CS2468 Data Structures and Data Management
MS4212 Predictive Analytics and Forecasting	IS3240 Advanced Business Programming in Python
MS4251 Marketing Analytics Techniques	MS3106 Simulation
MS4253 Business Analytics Project (✷)	MS3125 Business Project Management
MS4262 Advanced Analytics using SAS	MS3322 Quality Management
	MS4227 Pricing and Revenue Management
	LT3233 Computational Linguistics
	Any one Core or Elective course from other BBA Majors

(✷) This course can be used to fulfil the internship/consultancy project/research project requirement.

Note 1: Students will select 2 courses out of the IS electives pool below, from among the **Stream Core courses** of other IFMG Streams, or from among other IS courses as approved by the IFMG Major Leader.

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)

** An overlapped course with the BDAN first major is allowed.*

MS/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.