Suggested Study Plan for BBAU4: First Major Business Decision Analytics (Decision Analytics Stream) + Second Major Management (Human Resources Management 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	GE★	MGT Major Elective	GE2402 English for Business Communication (for students taken EAP)	
3A	GE Course or College Elective	GE1501 Chinese Civilization – History & Philosophy	MS4224 Enterprise Data Mining	MGT3306 Organizational Behaviour & Human Resources Management	MGT2324 Introduction to Entrepreneurship		2027/28
3B	CB2203 Data-Driven Business Modeling	MS3111 Data Analytics with Excel VBA	BDAN Major Elective✪	MGT Stream Elective	MGT Stream Elective		
4A	GE★	MS3128 Managerial Decision Analytics	BDAN Major Elective✪	MGT3305 Corporate Social Responsibility	MGT Stream Elective	MGT4227 International Business	2028/29
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	MGT Major Elective	MGT Major Elective or share a BDAN major course		

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 MKT: 9 Major courses (27 CU)+1 shared course with First Maj

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.

△Students who do not choose a minor are required to take **Free Electives**.

✪ **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.

MGT Major Electives: Students are required to take 2 electives from the following list:

MGT3302 Interactive Skills Workshop for Business
MGT4101 Project
MGT4305 Developing and Presenting a Business Plan
MGT4314 Negotiation
MGT4315 Leadership
MGT4800 Management Internship
Any one core course from other BBA Major

MGT Stream Electives: Students are required to take 3 electives from the following list:
HRM
MGT3307 Employment Law & Practices
MGT4306 Performance & Compensation Management
MGT4307 People & HR Analytics
MGT4308 Staffing
MGT4309 Talent Management: Learning & Development