Suggested Study Plan for BBAU4: First Major Business Decision Analytics (Decision Analytics Stream) + Second Major Marketing
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	MKT 3603 Consumer Behavior	MKT Major Elective 1	GE2402 English for Business Communication (for students taken EAP)	
3A	GE Course or College Elective	GE1501 Chinese Civilization – History & Philosophy	MS4224 Enterprise Data Mining	MKT 4628 Digital Marketing	MKT Major Elective 2	GE★	2027/28
3B	CB2203 Data Driven Business Modeling	MS3111 Data Analytics with Excel VBA	BDAN Major Elective°	MKT 4606 Strategic Marketing	MKT 3602 Marketing Research		
4A	GE★	MS3128 Managerial Decision Analytics	BDAN Major Elective°	MKT Major Elective 3	MKT Major Elective 4		2028/29
4B	CB4303 Strategic Management	MS4226 Financial Risk Analytics	MS4252 Big Data Analytics	(Either sem A or B) MKT 4611 Advanced Marketing Seminar I	MKT Major Elective 5 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 Major

Min. Total: 41 courses (121 CU)
Max. Allowable: 48 courses (144 CU)

Notes for Requirement:

#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 at least 1 course from each of the three distributional 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.

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 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	

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