First Major in Information Management (Internet Services and Social Networks Stream) -
Second Major in Management (Strategy and International Management Stream) (BBAU4 for 2025 cohort)
Effective from Catalogue Term: Sem A 2026/27

Yr/Sem							Offer Year
1A	Sem A & B CB2201 Operations Management	Sem A & B CB2400 Micro-Economics	Sem A & B CB2500 Information Management	Sem A & B CB2601 Marketing	GE1401 University English or EAP (Note 1)	GE1601 Whole-Person Development	2025/26
1B	CB2240 Introduction to Business Programming in Python	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2300 Management	CB2200 Business Statistics	GE2402 English for Business Communication or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macroeconomics	IS3331 Database Management	MGT2324 Introduction to Entrepreneurship	MGT3306 Organizational Behavior and Human Resources Management	GE1401 University English (for students taken EAP)	2026/27
2B	Sem A & B CB2203 Data-driven Business Modeling	Either Sem A /B CB3410 Financial Management	IS3430 Systems Analysis and Design	GE1501 Chinese Civilization – History & Philosophy	GE	GE2402 English for Business Communication (for students taken EAP)	
3A	IS2505 e-Business	IFMG Major Elective	IFMG Major Elective	MGT3305 Corporate Social Responsibility	MGT4227 International Business		2027/28
3B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MGT Stream Elective	MGT Stream Elective		
4A	GE	IS4532 Global Project Management	IS4340 Search Engine Optimization	MGT Stream Elective	GE		2028/29
4B	GE	CB4303 Strategic Management	IS4538 O2O Services	MGT Major Elective	MGT 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**

Minimum Credits Required for CB double major students

GE : 5 GE courses + 2 College-specified courses (21 CU)
GE : 2 ENGL + 1 CCIV + GE1601 (10 CU)
College : 11 College Core (33 CU)
First Major Requirement (30 CU): Major core / major elective courses
Second Major Requirement (27 CU): Major core / major elective courses
Min. Total: 121 CU
Max. Allowable: 144 CU
*CU = Credit Units

Note:
(1) English Language Requirement:
Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).
(2) Gateway Education Course Distributional Requirements
Take at least 3 credits 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
(3) 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.

IS Second Major Electives (Credit Units)	+ Subject to fulfilling pre-requisite requirements
IS2022 Business Programming with Spreadsheet (3)	IS4542+ AI Agents: Building Intelligent Business Solutions with Large Language Models (3)
IS3101+ Blockchain and Digital Currency (3)	IS4837 Regulatory Compliance for Financial Services Technologies (3)
IS3230 Java Programming for Business (3)	IS4940 Global Technology Entrepreneurship and Innovation (3)
IS3542+ Generative Artificial Intelligence for Business (3)	CB3800+ Business Practice Internship (3)
IS4238 / IS4239 Internship I / II (3)	XXXXXX Any one Core course from other BBA Majors (3)

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.

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 within their chosen stream:

SIM
MGT3422 Product and Service Innovation Management
MGT4310 Managing Multinationals
MGT4311 Advanced Strategic Analysis
MGT4312 Launching Business in Asia Pacific
MGT4313 Strategic Entrepreneurship