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

Year	Sem	Course						
1	A	Either Sem A /B CB2201 Operations Management	Either Sem A /B CB2400 Microeconomics	Either Sem A /B CB2500 Information Management	Either Sem A /B CB2601 Marketing	GE1401 University English or EAP	GE1601 Whole-Person Development	2025/26
	B	CB2240 Introduction to Business Programming in Python	Either Sem A /B CB2100 Introduction to Financial Accounting	CB2300 Management	Either Sem A /B CB2200 Business Statistics	GE2402 English for Business Communication or EAP	Either Sem A /B CHIN1001 University Chinese I	
2	A B	CB2203 Data-driven Business Modeling	CB2101 Introduction to Managerial Accounting	CB2402 Macroeconomics	IS3331 Database Management	GE1501 Chinese Civilization – History & Philosophy	GE1401 University English (for students taken EAP)	2026/27
		GE	CB3410 Financial Management	IS3430 Systems Analysis and Design	IS Major Elective 1	Either Sem A /B MKT3603 Consumer Behavior	GE2402 English for Business Communication (for students taken EAP)	
3	A	GE	IS2505 e-Business	IS Major Elective 2	Either Sem A /B MKT4628 Digital Marketing Strategy	MKT Second Major Elective 1		2027/28
	B	GE	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management	MKT4606 Strategic Marketing	Either Sem A /B MKT3602 Marketing Research		
4	A B	GE	MKT Second Major Elective 2 IS4532 Global Project Management	IS4340 Search Engine Optimization	Either Sem A or B MKT4611 Advanced Marketing Seminar I	MKT Second Major Elective 3		2028/29
		GE	Either Sem A /B CB4303 Strategy and Policy	IS4538 O2O Services	MKT Second Major Elective 4	MKT Second Major Elective 5		

Points to Note:
Minimum Credits Required for CB double major students

- GE (21 CU): GE courses (15 CU) + 2 College-specified courses (6 CU)
- GE (10 CU): 2 ENGL + CCIV + WPD
- College Requirement (42 CU): College Core (33 CU)
- First Major Requirement (30 CU): Major core / major elective
- Second Major Requirement (27 CU): Major core / major elective
- Minor/Free Electives (0 CU - 24 CU)

IS Major Electives (Credit Units)
+ Subject to fulfilling pre-requisite requirements

IS2022 Business Programming with Spreadsheet (3)
IS3101+ Cryptocurrency and Blockchain (3)
IS3230 Java Programming for Business (3)
IS3542+ Generative Artificial Intelligence for Business (3)
IS4238 / IS4239 Internship I / II (3)
IS4542+ AI Agents: Building Intelligent Business Solutions with Large Language Models (3)
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

MKT 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	MKT4681 Data Strategy for Marketing
MKT4650 Designing Brands and Customer	MKT4636 Customer Analytics
MKT4652 Designing and Developing Innovative	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	MKT4637 Event Marketing
MKT3638/ CB3800 Marketing Internship/	MKT3600 China Business Workshop
MKT4622 Services Marketing	MKT4604 Marketing in China
MKT4624 Retail Managemen!	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 Communication

MKT major zero-credit course requirement: (one of the following courses)

MKT2643A	Active Learning for Professional Marketers
MKT1641	Exchange Learning and Reflection
MKT1671	Internship I
MKT2672	Internship II
MKT3673	Internship III

IS/MKT Department reserves the right to make adjustments to the course offering pattern whenever appropriate. Programme structure, course codes and course titles are subject