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

Yr/Sem							Offer Year
1A	Either Sem A /B CB2100 Introduction to Financial Accounting	Either Sem A /B CB2601 Marketing	Either Sem A /B CB2400 Microeconomics	GE (Note 2)	GE1601 Whole-Person Development	GE1401 University English or EAP (Note 1)	2025/26
1B	Either Sem A /B CB2201 Operations Management	Either Sem A /B CB2300 Management	Either Sem A /B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)	Sem A or B CHIN1001 University Chinese I (Note 3)	
2A	CB2402 Macroeconomics	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	MGT3306 Organisational Behaviour & Human Resources Management	MGT2324 Introduction to Entrepreneurship	GE1401 University English (for students taken EAP)	2026/27
2B	MGT Major Elective	CB3410 Financial Management	IS2505 e-Business	IS3430 Systems Analysis and Design	GE (Note 2)	GE2402 English for Business Communication (for students taken EAP)	
3A	CB2240 Introduction to Business Programming in Python	MGT3305 Corporate Social Responsibility	MGT4227 International Business	IS3331 Database Management	GE1501 Chinese Civilization – History & Philosophy		2027/28
3B	CB2203 Data-Driven Business Modeling	GE (Note 2)	MGT Stream Elective	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management		
4A	GE / College Elective	MGT Stream Elective	IS4532 Global Project Management	IS4340 Search Engine Optimization	IFMG Major Elective		2028/29
4B	CB4303 Strategic Management	MGT Stream Elective	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: 2 College Specified Courses + 4/5 GE + 1/0 College Elective (21 CU)
GE : 2 ENGL + 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.

MGT Major Electives: Students are required to take 3 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

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.