Suggested Study Plan for BBAU4: First Major Marketing + Second Major Business Decision Analytics (Decision Analytics Stream)
Cohort: 2025, Catalogue Term: Sem A 2026/2027

Proposed

Yr/Sem						
1A	Sem A & B CB2100 Introduction to Financial Accounting	Sem A & B CB2601 Marketing	Sem A & B CB2400 Micro-Economics	GE *(Note 2)*	GE1401 University English or EAP *(Note 1)*	GE1601 Whole Person Development
1B	Sem A & B CB2201 Operations Management	Sem A & B CB2300 Management	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	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	Either Sem A or B MKT4628 Digital Marketing	*GE* *(Note 2)*	GE1401 University English *(for students taken EAP)*
2B	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	Either Sem A or B MKT3603 Consumer Behavior	MS3111 Data Analytics with Excel VBA	BDAN Second Major Elective ✪ or share a First Major course	GE2402 English for Business Communication *(for students taken EAP)*
3A	GE – College-specified course: CB2203 Data-driven Business Modeling	Either Sem A or B MKT3602 Marketing Research	MKT Elective	MS3227 Probability Theory in Decision Making	MS3251 Analytics using SAS	
3B	Any GE course or College Elective	MKT4606 Strategic Marketing	MKT Elective	MS3252 Regression Analysis	MS4226 Financial Risk Analytics	
4A	Either Sem A or B MKT4611 Advanced Marketing Seminar I	MKT Elective	GE *(Note 2)*	MS4224 Enterprise Data Mining	MS3128 Managerial Decision Analytics	GE1501 Chinese Civilization – History & Philosophy
4B	CB4303 Strategic Management	MKT Elective	MKT Elective	MS4252 Big Data Analytics	BDAN Second Major Elective ✪	

GE: 4 GE courses + 3 College-specified courses (21 CU)
GE: 2 ENGL + CCIV (9 CU)
College: 11 College Core (33 CU)
Major1 MKT: 10 Major courses (30 CU)
Major 2 BDAN: Major courses (27 CU) + 1 shared course with First Major

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

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.

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	MKT4682 Artificial Intelligence for Marketing
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

✪ **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.