First Major MKT - Second Major IFMG (Cohort 2025)

Yr/Sem							Offer Year
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	2025/26
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 2B	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	CB2402 Macro-Economics	Either Sem A /B MKT4628 Digital Marketing Strategy	*GE* *(Note 2)*	GE1401 University English *(for students taken EAP)*	2026/27
	GE – College-specified course: CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	Either Sem A /B MKT3603 Consumer Behavior	Sem A IS2505 e-Business	IS3430 Systems Analysis and Design	GE2402 English for Business Communication *(for students taken EAP)*	
3A 3B	GE – College-specified course: CB2203 Data-driven Business Modeling	Either Sem A/ B MKT3602 Marketing Research	MKT Elective	IS3331 Database Management	IFMG 2nd Major Elective 1		2027/28
	GE *(Note 2)*	MKT4606 Strategic Marketing	MKT Elective	IS2502 Social Media and Social Networks	IS4246 Digital Marketing and Customer Relationship Management		
4A 4B	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective	GE *(Note 2)*	IS4532 Global Project Management	IS4340 Search Engine Optimization		2028/29
	CB4303 Strategy and Policy	MKT Elective	MKT/ IFMG Elective	IS4538 O2O Services	GE1501 Chinese Civilization – History & Philosophy		

Note:

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 Marketing	MKT4681 Data Strategy for		
MKT4650 Designing Brands and Customer	MKT4636 Customer		
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 Integrated	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	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 Second 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)
XX0000% Access Courses from other BBA Majors (3)

MKT/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