BBA Marketing 4-yr Structure (BBAU4 for 2025 cohort) - Second Major HRM

Effective from Catalogue Term: Sem A 2026/27

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	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
2B	CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	Either Sem A/ B MKT3603 Consumer Behavior	MGT Major Elective	MGT Major Elective	GE2402 English for Business Communication or EAP *(for students taken EAP)*	
3A	CB2203 Data-driven Business Modeling	Either Sem A/ B MKT3602 Marketing Research	MKT Elective	MGT3306 Organisational Behaviour & Human Resources Management	MGT2324 Introduction to Entrepreneurship		2027/28
3B	GE / College Elective	MKT4606 Strategic Marketing	MKT Elective	MKT Elective	GE1501 Chinese Civilization – History & Philosophy		
4A	Either Sem A/ B MKT4611 Advanced Marketing Seminar I	MKT Elective	MGT3305 Corporate Social Responsibility	MGT4227 International Business	GE (Note 2)		2028/29
4B	CB4303 Strategic Management	MKT Elective	MGT Stream Elective	MGT Stream Elective	MGT Stream 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 + 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.

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:

HRM
MGT3307 Employment Law & Practices
MGT4306 Performance & Compensation Management
MGT4307 People & HR Analytics
MGT4308 Staffing
MGT4309 Talent Management: Learning & Development

MKT Major with zero-credit core requirements
One of the following courses:
MKT2643A Active Learning for Professional Marketing
MKT1641 Exchange Learning and Relfection
MKT1671 Internship I
MKT2672 Internship II
MKT3673 Internship III

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 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	MKT3643 Marketing Case Analysis and Communications