

Programme Structure – Suggested Study Plan of the BBA-GBM Programme
(For intake AY 2021/22 onwards and expected to graduate in AY 2024/25 onwards)

Study Area	Year 1	Year 2	Year 3	Year 4	No. of Modules
General Education & Generic Skills (Common Core & GE Elective) (16 modules) (39%)	CHN1000 Freshman Chinese CHN1002 Chinese Literature Appreciation ENG1001 University English (I) ENG1002 University English (II) AMS1303 Probability and Statistics GEN1000 Perspectives on General Education	CHN2001 Applied Putonghua ENG2001 English for Academic Purposes COM1000 Contemporary Information Technologies	ENG3002 English for Professional Communication		10
	6 General Education Electives are required, complete at least one module from each of the following clusters: 1 from 'Humanities' + 1 from 'Social Sciences' + 1 from 'Science and Technology' + 1 from 'Moral Reasoning' + <u>2 modules from any of the above clusters</u>				6
			GE Elective (1) GE Elective (2) GE Elective (3) GE Elective (4)	GE Elective (5) GE Elective (6)	
Business Education (Business Core & Elective) (12 modules) (29%)	MGT1002 Principles of Management BUS2001 Principles of Marketing ECO1001 Business Economics 1 ECO1002 Business Economics 2	ACY2001 Financial Accounting ACY2021 Hong Kong Business Law FIN2001 Financial Management SCM2001 Management of Contemporary Business Operations		MGT4001 Business Policy and Strategy	9
			Business Elective (1) Business Elective (2)	Business Elective (3)	3
GBM Specialty (Major Core & Elective) (10 modules) (25%)		HRM2011 Industrial & Organisational Psychology MGT3013 International Management MGT3023 China Business	MGT3026 Asian Business MGT4007 International Business	BUS3008 Global Marketing FIN4007 International Finance	7
			GBM Major Elective (1)	GBM Major Elective (2) GBM Major Elective (3)	3
Free Electives (3 modules) (7%)			Free Elective (1)	Free Elective (2) Free Elective (3)	3
	10	10	11	10	41