

Four-Year Study Plan of e-Business Management and Information Systems Programme (2021 cohort)

Rev 20230406

Rev 20230401											
Course Code	Course Title	Year One			Summer	Year Two		Year Three		Year Four	
		Sem 1	Winter	Sem 2		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. BBA (Hons) Core Courses (48 Units)											
ECON2013	Principles of Microeconomics	3									
MKT2003	Principles of Marketing Management	3									
ACCT2003/ACCT2043	Principles of Accounting I [®]			3							
BUS1013	Business, Entrepreneurship, and Innovation			3							
BUS2013/BUS2053	Principles of Law [®]					3					
FIN2003/FIN2023	Financial Management [®]					3					
ACCT2013/ACCT2053	Principles of Accounting II [®]						3				
BUS4023/BUS2093	Management Information Systems [®]						3				
ECON2003	Principles of Macroeconomics						3				
BUS3003	Business Communications							3			
BUS3023	Business Research Methods							3			
EBIS2023	Business Analytics							3			
BUS2003	Organisational Behaviour								3		
BUS4013	Strategic Management									3	
BUS4073	BBA Project I									3	
BUS4083	BBA Project II										3
II. Major Required Courses (9 Units)											
EBIS3003	Database Management					3					
EBIS3013	Business Systems Design and Analysis							3			
EBIS3023	Electronic Commerce								3		
III. Major Elective Courses (12 Units)											
ME01 ME02 ME03 ME04								3	3	6	
IV. University Core Courses (36 Units)											
UCLC1003	University Chinese	3									
UCLC1013	English for Academic Purposes I	3									
UCLC1023	English for Academic Purposes II			3							
UCLC1033	English for Academic Purposes III					3					
CHII103	Introduction to Modern Social Theories		3								
CHII203	Morality and Foundations of Law					3					
CHII063	Chinese Culture and Modern China						3				
CHII073	Contemporary Chinese Society and Thoughts (Theories)			3							
CHII183	Contemporary Chinese Society and Thoughts (Social Practice)				2						
CHII193	Contemporary World and China ^①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts ^②					1					
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④						1				
UCHL1XX3	Healthy Lifestyle ^⑤	1		1		1					
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^⑥						3				
	Quantitative Reasoning ^④			3							
	Values and the Meaning of Life ^⑤			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑥ , or Science, Technology and Society ^⑦ , or Sustainable Communities ^⑧						3		3		
Level 3 GE Capstone Courses	Service-Learning Course ^⑨ , or Service Leadership Education Course ^⑩ , or Experiential Learning Course ^⑪ , or Interdisciplinary Independent Study ^⑫							3			
VI. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 ^⑬				3		3	9	6	
Total Units: 147		17	5	19	2	20	21	21	21	18	3

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

③ MATH1113 Fundamental Mathematics and MATH1103 Calculus will be offered under this category.

④ Students are required to take GFQR1023 Data Analytics for Business under this category.

⑤ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

⑥ These courses have been recoded with effective from Semester 2 of AY2022/23:

ACCT2003 revised as ACCT2043; ACCT2013 revised as ACCT2053; BUS2013 revised as BUS2053;

BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.

ME Course List of EBIS (2021 cohort)
Rev 20240701

Course Code	Course Title	Units
ACCT4033/ACCT4073	Accounting Information Systems*	3
EBIS2003	Introduction to Blockchain	3
EBIS2013	Fundamentals of Fintech Fundamentals of Digital Economy and Fintech	3
EBIS3033	Programming for Business Applications	3
EBIS3063	Telecommunications in Business	3
EBIS3073	Decision Support and Business Intelligence Systems	3
EBIS3083	e-Customer Behaviours and Web Analytics	3
EBIS3093	Developing Applications for Mobile and Social Media	3
EBIS3113	Business Forecasting and Machine Learning	3
EBIS4013	Seminar in e-Business Management and Information Systems	3
EBIS4043	Big Data Analysis and Applications	3
EBIS4063	Information Security and Privacy Management	3
EBIS4073	e-Business Management and Information Systems Internship	3
EBIS4083	Deep Learning for AI-driven Business Applications	3

* This course has been recoded from ACCT4033 to ACCT4073 with effective from Semester 2 of AY2022/23.