

# Four-Year Study Plan of e-Business Management and Information Systems Programme (2023 cohort)

Rev 20230407

REV 20230407

| Course Code                                   | Course Title                                                                                                                                                                                    | Year One       |       | Year Two |       | Year Three |       | Year Four |       |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|----------|-------|------------|-------|-----------|-------|
|                                               |                                                                                                                                                                                                 | Sem 1          | 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              |       |          |       |            |       |           |       |
| ACCT2043                                      | Principles of Accounting I                                                                                                                                                                      |                | 3     |          |       |            |       |           |       |
| BUS1013                                       | Business, Entrepreneurship, and Innovation                                                                                                                                                      |                | 3     |          |       |            |       |           |       |
| BUS2053                                       | Principles of Law                                                                                                                                                                               |                |       | 3        |       |            |       |           |       |
| FIN2023                                       | Financial Management                                                                                                                                                                            |                |       | 3        |       |            |       |           |       |
| ACCT2053                                      | Principles of Accounting II                                                                                                                                                                     |                |       |          | 3     |            |       |           |       |
| BUS4093                                       | 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 (37 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        |       |            |       |           |       |
| CHI1103                                       | Introduction to Modern Social Theories                                                                                                                                                          | 3              |       |          |       |            |       |           |       |
| CHI1203                                       | Morality and Foundations of Law                                                                                                                                                                 |                |       | 3        |       |            |       |           |       |
| CHI1063                                       | Chinese Culture and Modern China                                                                                                                                                                |                |       |          | 3     |            |       |           |       |
| CHI1073                                       | Contemporary Chinese Society and Thought I                                                                                                                                                      |                | 3     |          |       |            |       |           |       |
| CHI1253                                       | Contemporary Chinese Society and Thought II                                                                                                                                                     |                | 3     |          |       |            |       |           |       |
| CHI1193                                       | Contemporary World and China <sup>①</sup>                                                                                                                                                       |                |       |          | 2     |            |       |           |       |
| MT1003                                        | Military Training                                                                                                                                                                               | 2              |       |          |       |            |       |           |       |
| WPEX1013                                      | Emotional Intelligence                                                                                                                                                                          | 1              |       |          |       |            |       |           |       |
| WPEX2013                                      | Experiential Arts <sup>②</sup>                                                                                                                                                                  |                |       | 1        |       |            |       |           |       |
| WPEX2023/<br>WPEX2033                         | Voluntary Service <sup>③</sup> , or Environmental Awareness <sup>④</sup>                                                                                                                        |                |       |          | 1     |            |       |           |       |
| UCLH1XX3                                      | Healthy Lifestyle <sup>⑤</sup>                                                                                                                                                                  | 1              | 1     | 1        |       |            |       |           |       |
| V. General Education Courses (18 Units)       |                                                                                                                                                                                                 |                |       |          |       |            |       |           |       |
| Level 1                                       | History and Civilization <sup>⑥</sup>                                                                                                                                                           |                |       |          | 3     |            |       |           |       |
| Foundational Courses                          | Quantitative Reasoning <sup>④</sup>                                                                                                                                                             |                | 3     |          |       |            |       |           |       |
|                                               | Values and the Meaning of Life <sup>⑤</sup>                                                                                                                                                     |                | 3     |          |       |            |       |           |       |
| Level 2<br>Interdisciplinary Thematic Courses | Culture, Creativity and Innovation <sup>⑦</sup> , or Science, Technology and Society <sup>⑦</sup> , or Sustainable Communities <sup>⑦</sup>                                                     |                |       |          | 3     |            | 3     |           |       |
| Level 3<br>GE Capstone Courses                | Service-Learning Course <sup>⑧</sup> , or Service Leadership Education Course <sup>⑧</sup> , or Experiential Learning Course <sup>⑧</sup> , or Interdisciplinary Independent Study <sup>⑧</sup> |                |       |          |       | 3          |       |           |       |
| VI. Free Elective Courses (24 Units)          |                                                                                                                                                                                                 |                |       |          |       |            |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08       |                                                                                                                                                                                                 | 3 <sup>③</sup> |       | 3        |       | 3          | 9     | 6         |       |
| Total Units: 148                              |                                                                                                                                                                                                 | 22             | 22    | 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.

**ME Course List of EBIS (2023 cohort)**

Rev 20240701

| Course Code | Course Title                                             | Units |
|-------------|----------------------------------------------------------|-------|
| ACCT4073    | Accounting Information Systems                           | 3     |
| EBIS2003    | Introduction to Blockchain                               | 3     |
| EBIS2013    | 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     |