

Four-Year Study Plan of e-Business Management and Information Systems Programme (2025 cohort)

Rev 20250422

| Course Code | Course Title | Year One | | | Year Two | | | Year Three | | Year Four | |
|--|---|----------------|----------|-----------|-----------|-----------|----------|------------|-----------|-----------|----------|
| | | Sem 1 | Winter | Sem 2 | Sem 1 | Sem 2 | Summer | 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 | | | | | | | |
| UCAI1003 | Introduction to AI Literacy | | | 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 Thought I | | | 3 | | | | | | | |
| CHII253 | Contemporary Chinese Society and Thought II | | | | 3 | | | | | | |
| 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 | | | | | |
| UHL1XX3 | 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 ^⑥ , or Sustainable Communities ^⑥ | | | | | 3 | | | 3 | | |
| Level 3 GE Capstone Courses | Service-Learning Course ^⑥ , or Service Leadership Education Course ^⑥ , or Experiential Learning Course ^⑥ , or Interdisciplinary Independent Study ^⑥ | | | | | | | 3 | | | |
| VI. Free Elective Courses (24 Units) | | | | | | | | | | | |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 | | 3 ^⑦ | | | 3 | | | 3 | 9 | 6 | |
| Total Units: 148 | | 20 | 2 | 22 | 20 | 19 | 2 | 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.

Four-Year Study Plan of Intelligent Business Leadership plus e-Business Management and Information Systems Programme (2025 cohort)

Rev 20260128

| Course Code | Course Title | Year One | | | Year Two | | | Year Three | | Year Four | |
|--|---|-----------------|----------|-----------------|-----------------|-----------------|----------|-----------------|-----------|-----------|----------|
| | | Sem 1 | Winter | Sem 2 | Sem 1 | Sem 2 | Summer | 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 ^{⓪*} | | | | 3 | 6 | |
| IV. University Core Courses (37 Units) | | | | | | | | | | | |
| UCLC1003 | University Chinese | 3 | | | | | | | | | |
| UCLC1013 | English for Academic Purposes I | 3 | | | | | | | | | |
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| UCAI1003 | Introduction to AI Literacy | | | 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 Thought I | | | 3 | | | | | | | |
| CHII253 | Contemporary Chinese Society and Thought II | | | | 3 | | | | | | |
| CHII193 | Contemporary World and China ^⓪ | | | | | | 2 | | | | |
| MT1003 | Military Training | | 2 | | | | | | | | |
| WPEX1013 | Emotional Intelligence | 1 | | | | | | | | | |
| WPEX2013 | Experiential Arts ^⓪ | | | | 1 | | | | | | |
| WPEX2023/ WPEX2033 | Voluntary Service ^⓪ , or Environmental Awareness ^⓪ | | | | | 1 | | | | | |
| UHL1XX3 | Healthy Lifestyle ^⓪ | 1 | | 1 | 1 | | | | | | |
| V. General Education Courses (18 Units) | | | | | | | | | | | |
| Level 1 Foundational Courses | History and Civilization ^⓪ | | | | | 3 | | | | | |
| | Quantitative Reasoning ^⓪ | | | 3 | | | | | | | |
| | Values and the Meaning of Life ^⓪ | | | 3 | | | | | | | |
| Level 2 Interdisciplinary Thematic Courses | Culture, Creativity and Innovation, or Science, Technology and Society, or Sustainable Communities ^⓪ | | | | | 3 | | 3 | | | |
| Level 3 GE Capstone Courses | Service-Learning Course, or Service Leadership Education Course, or Experiential Learning Course, or Interdisciplinary Independent Study ^⓪ | | | | | | | | 3 | | |
| VI. Free Elective Courses (24 Units) | | | | | | | | | | | |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 | | 3 ^{⓪*} | | 3 ^{⓪*} | 3 | 3 ^{⓪*} | | 3 ^{⓪*} | 3 | 6 | |
| Total Units: 148 | | 20 | 2 | 22 | 20 | 19 | 2 | 21 | 21 | 18 | 3 |

⓪ This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

⓪ 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.

⓪ Students are required to take GFQR1053 Probability Theory with AI-aided Business Applications under this category.

⓪ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

⓪ Students are required to take GTSC2133 Artificial Intelligence (AI) in Business and GTSC2143 Machine Learning for Business under this category.

⓪ Students are required to take GCAPxxxx Artificial Intelligence in Business Interdisciplinary Projects under this category.

* Common Core Courses (Required) - CCR

⓪ Students are required to take EBIS3033 Programming for Business Applications under ME.

⓪ Students are required to take ECON3123 Calculus for Economics and Finance under FE.

⓪ Students are required to take ECON3113 Linear Algebra for Economics and Finance under FE.

⓪ Students are required to take DMM3003 AI, Data Science and Management under FE.

⓪ Students are required to take BA2003 Artificial Intelligence and Deep Learning under FE.

ME Course List of EBIS (2025 cohort)

Rev 20250324

| 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 |