Four-Year Study Plan of e-Business Management and Information Systems Programme (2024 cohort)

Rev 20240724

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 China①				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence	1							
WPEX2013	Experiential Arts②			1					
WPEX2023/ WPEX2033	Voluntary Service②, or Environmental Awareness②				1				
UCHL1XX3	Healthy Lifestyle②	1	1	1					
V. General Education Courses (18 Units)									
Level 1 Foundational Courses	History and Civilization②				3				
	Quantitative Reasoning④		3						
	Values and the Meaning of Life⑤		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation②, or Science, Technology and Society②, or Sustainable Communities②				3		3		
Level 3 GE Capstone Courses	Service-Learning Course②, or Service Leadership Education Course②, or Experiential Learning Course②, or Interdisciplinary Independent Study②					3			
VI. Free Elective Courses (24 Units)									
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3③		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 (2024 cohort)

Rev 20261109

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
EBIS3123	Large Language Models and Business Applications	3
EBIS3133	Artificial Intelligence (AI)-Driven IT Project Management	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
EBIS4093	Business Experiments and Causal Inference	3