



CUHK x CUHK(Shenzhen) Interdisciplinary Data Analytics + X Double Major Programme

2nd Major in Integrated BBA (General Business Concentration)

Required Courses:

- Introductory Financial Accounting
- Introductory Management Accounting
- Legal Environment for Business
- Operations Management
- Business Information Systems
- Financial Management
- Global Experiential Learning I
- Global Experiential Learning II
- Business Sustainability
- Marketing Management
- Strategic Management (Capstone Course)



Elective Courses:

(6 units of courses selected from the following list)

- Managerial Economics in the Information Age
- Supply Chain and Logistics Analytics
- Network and Security
- Investment Analysis and Portfolio Management
- Options and Futures
- Fixed Income Securities Analysis
- Issues in Business
- Corporate Social Responsibilities: Distinguished Speaker Series
- Corporate Project
- Business Lecture Series
- Organizational Behaviour
- Opportunities' Catching: Strategic Insights and Analysis
- Technology and Innovation Management
- Marketing Research
- Integrated Marketing Communication
- Strategic Marketing



Remarks:

1. Students also need to complete 24 units of business courses included in the Interdisciplinary Data Analytics major requirement. For details, please refer to the study scheme.
2. Students are NOT allowed to declare Minor in Business.