

Undergraduate Programs

The undergraduate studies are divided into two main streams: Information Systems (IS), and Operations Management (OM), which lead to the BBA degree in Information Systems and the BBA degree in Operations Management respectively.

- [Curriculum for BBA in Information Systems](#)
- [Curriculum for BBA in Operations Management](#)

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Information Systems Stream

The discipline of Information Systems (IS) is concerned with the application of information technology to achieve the management objectives of profit-oriented and non-profit organizations. In modern society, a major portion of business activities involve the collection, analysis, processing, management, and distribution of information. Computer and telecommunication technologies, if properly applied, have proven to be instrumental in leveraging an organization's effectiveness. As organizations are increasingly faced with challenges of rapid technology advances in the ever-changing marketplace, there is a strong demand for professionals who both understand business functions and possess the necessary information technology skills to assist an organization to face these challenges.

In recognition of the vital role information technology plays in today's business world, courses offered by the IS stream emphasize both fundamental knowledge in major functional areas of organization as well as analytical competence to design, implement and control information systems required by business. The goal is to train information technology specialists and develop research programs related to management information technology relevant to Hong Kong enterprises.

Operations Management Stream

Operations management focuses on improving those activities of a company/organization which creates value for its customers/clients and wealth for the society. A firm needs an integrative approach to solve its problems relating to product and process design, sourcing and production, marketing, distribution and financial planning, if it is to achieve a sustainable competitive advantage and even prosper in today's rapidly changing global marketplace. Operations management examines the management problems related to these issues by using systematic and scientific methods, including operations research, statistical techniques and information technology, to help firms to become more efficient and competitive by continuously improving the quality of the services and/or products and the value delivered to the customers.

The Operations Management Stream offers elective courses to meet the various interests of the students, for example, finance, manufacturing and quality management, logistics and transportation, marketing and information technology. Students should discuss their study plan with their advisor. Graduates in operations management may find jobs in diversified fields including banking, trading, financial management, production and/or manufacturing, retailing, telecommunication, distribution and/or transportation, management consulting, health care, government, etc.

Curriculum for BBA in Information Systems

Major Program Requirements

Core courses

	ISMT 101	Introduction to Information Systems	[3-0-1:3]
	ISMT 111	Business Statistics	[3-1-0:4]
	ISMT 161	Operations Management	[3-0-0:3]
	ACCT 101	Introduction to Accounting for Business Majors	[4-0-0:4]
(1)	ECON 110	Introductory Microeconomics	[3-1-0:4]
	or ECON 111	Microeconomics	[3-1-0:4]
	or ECON 191	Honors Microeconomics	[3-1-0:4]
	FINA 111	Financial Management	[3-1-0:3]
	MARK 112	Marketing Management	[3-0-0:3]
	MGTO 121	Organizational Behavior	[3-0-0:3]

Required courses

	ISMT 221	Information Systems Analysis and Design	[3-0-1:3]
	ISMT 223	Business Applications Programming	[2-0-2:3]
	ISMT 226	Database Design and Administration	[2-0-2:3]
	ISMT 232	Internet Applications Development	[3-0-3:4]
	ISMT 235	Telecommunications and Computer Networking Management	[2-1-2:4]
	ISMT 333	Information Systems Project I	[1-0-2:2]
	ISMT 334	Information Systems Project II	[1-0-5:3]
(2)	LANG 111	Chinese Business Communication I	[0-3-0:3]
(3)	MATH 005	Fundamental Mathematics	[3-1-0:4]
	or MATH 006	Algebra and Calculus	[3-1-0:4]
	MGTO 222	Business, Society and the Individual	[1-0-0:1]

General Education Requirements

Electives must be selected from amongst those general education courses that are listed under the section "Designated General Education Courses". Credits earned from a general education course that is listed under the Pilot Program for Developmental and Learning Skills (i.e. GNED 041 and GNED 045) can be counted towards any one type of the general education electives specified below.

Elective types		Minimum no. of courses	Minimum total credits
GEE(SCIE)	Science General Education Elective	1	6
GEE(ENGG)	Engineering General Education Elective	1	
(4) GEE(H&SS)	Humanities and Social Science General Education Elective	4	12

Required Courses in English Communication

LANG 107	English for Academic Purposes for Business Students	[0-2-0:2]
LANG 201	Business Communication	[0-3-0:3]

Other Requirement

(5) HLTH 001	Healthy Life Style	[0 credit]
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Notes:

- Students entering with AL Economics take ECON 111; however, those with grade B or above in HKAL Economics will take ECON 191. All other students without AL Economics background, including those entering with AL Business and Economics, take ECON 110.
- Students cannot replace this course by LANG 011/012/013 for graduation purposes.
- Students should take one of MATH 005, MATH 006 or a free elective with respect to their prior mathematics background as follows:

Prior mathematics background	Course to be taken
Grade C or below in HKCEE Mathematics	MATH 005; these students, especially those who intend to have majors in ECON, FINA, IS or OM, are strongly encouraged to take MATH 051 in the Winter Session as well.
Grade A or B in HKCEE Mathematics; OR grade D or E in HKCEE Additional Mathematics	MATH 006
Grade A, B or C in HKCEE Additional Mathematics; OR a passing grade in AS Mathematics and Statistics, AL/AS Applied Mathematics or AL Pure Mathematics	Free Elective

- Of these courses, at least one course in Humanities and one in Social Science are required.
- Students are required to take and pass this course in their first year of study. Details of the course and its requirements are announced on the course website <http://www.ab.ust.hk/sao/HLTH001> managed by the Student Affairs Office.

A minimum of 101 credits is required for the BBA program in Information Systems. Students must take additional course(s) and/or elective(s) of higher-than-required credit value to meet this minimum total of 101 credits.

Recommended Pattern of Study for BBA in Information Systems

1st year	Fall	C ISMT 111, ACCT 101, ECON 110/111/191 R LANG 107, MATH 005/MATH 006/FREE O HLTH 001	(Total: 15-16 credits)
	Spring	C ISMT 101, ISMT 161, FINA 111, MARK 112, MGTO 121 R LANG 107 O HLTH 001	(Total: 17* credits)
2nd year	Fall	R ISMT 221, ISMT 223, ISMT 235, LANG 111, MGTO 222 E FREE	(Total: 18 credits)
	Spring	R ISMT 226, ISMT 232, LANG 201 E two FREE	(Total: 18 credits)
3rd year	Fall	R ISMT 333 E GEE(ENGG), two GEE(H&SS), two FREE	(Total: 18 credits)
	Spring	R ISMT 334 E GEE(SCIE), two GEE(H&SS), FREE	(Total: 14-15 credits)

* LANG 107 is a two-semester course. The course credits will be earned on completion of the course at the end of 1st year Spring.

C = core course; R = required course; E = elective course

Curriculum for BBA in Operations Management

Major Program Requirements

Core courses

	ISMT 101	Introduction to Information Systems	[3-0-1:3]
	ISMT 111	Business Statistics	[3-1-0:4]
	ISMT 161	Operations Management	[3-0-0:3]
	ACCT 101	Introduction to Accounting for Business Majors	[4-0-0:4]
(1)	ECON 110	Introductory Microeconomics	[3-1-0:4]
	or ECON 111	Microeconomics	[3-1-0:4]
	or ECON 191	Honors Microeconomics	[3-1-0:4]
	FINA 111	Financial Management	[3-1-0:3]
	MARK 112	Marketing Management	[3-0-0:3]
	MGTO 121	Organizational Behavior	[3-0-0:3]

Required courses

	ISMT 263	Introduction to Quality Management	[3-0-0:3]
	ISMT 271	Management Science	[3-1-0:4]
	ISMT 366	Logistics Management	[3-0-0:3]
(2)	COMP 102	Computer and Programming Fundamentals I	[3-0-2:3]
(3)	LANG 111	Chinese Business Communication I	[0-3-0:3]
(4)	MATH 005	Fundamental Mathematics	[3-1-0:4]
	or MATH 006	Algebra and Calculus	[3-1-0:4]
	MGTO 222	Business, Society and the Individual	[1-0-0:1]

Elective courses

Elective types		Minimum no. of courses	Minimum total credits
ISMT(OM)	Operations Management Elective	3	9

General Education Requirements

Electives must be selected from amongst those general education courses that are listed under the section "Designated General Education Courses".

Elective types		Minimum no. of courses	Minimum total credits
GEE(SCIE)	Science General Education Elective	1	6
GEE(ENGG)	Engineering General Education Elective	1	
(5) GEE(H&SS)	Humanities and Social Science General Education Elective	4	12

Required Courses in English Communication

LANG 107	English for Academic Purposes for Business Students	[0-2-0:2]
LANG 201	Business Communication	[0-3-0:3]

Other Requirement

(6) HLTH 001	Healthy Life Style	[0 credit]
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Notes:

- Students entering with AL Economics take ECON 111; however, those with grade B or above in HKAL Economics will take ECON 191. All other students without AL Economics background, including those entering with AL Business and Economics, take ECON 110.
- Students can replace COMP 102 by ISMT 103.
- Students cannot replace this course by LANG 011/012/013 for graduation purposes.
- Students should take one of MATH 005, MATH 006 or a free elective with respect to their prior mathematics background as follows:

Prior mathematics background	Course to be taken
Grade C or below in HKCEE Mathematics	MATH 005; these students, especially those who intend to have majors in ECON, FINA, IS or OM, are strongly encouraged to take MATH 051 in the Winter Session as well.
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1st year	Fall	C ISMT 111, ACCT 101, ECON 110/111/191 R LANG 107, MATH 005/MATH 006/FREE O HLTH 001	(Total: 15-16 credits)
	Spring	C ISMT 101, ISMT 161, FINA 111, MARK 112, MGTO 121 R LANG 107 O HLTH 001	(Total: 17* credits)
2nd year	Fall	R ISMT 263, ISMT 271, COMP 102, LANG 111, MGTO 222 E GEE(H&SS)	(Total: 17 credits)
	Spring	R ISMT 366, LANG 201 E ISMT(OM), GEE(SCIE), GEE(H&SS), FREE	(Total: 17-18 credits)
3rd year	Fall	E ISMT(OM), GEE(ENGG), GEE(H&SS), two FREE	(Total: 18 credits)
	Spring	E ISMT(OM), GEE(H&SS), three FREE	(Total: 16 credits)

* LANG 107 is a two-semester course. The course credits will be earned on completion of the course at the end of 1st year Spring.

C = core course; R = required course; E = elective course