

<< Declaration of BSc major << Declaration of BBA major

School:		School of Engineering and School of Business Management			Student's Pathway										
Program:		Dual Degree Program (BSc in Integrative Systems and Design and BBA in Marketing)													
Course Offering Dept. (course code prefix)	Course Code	Course Title / Courses List	Credits	Year 1 Fall	Year 1 Spring	Year 2 Fall	Year 2 Spring	Year 3 Fall	Year 3 Spring	Year 4 Fall	Year 4 Spring	Year 5 Fall	Year 5 Spring	Sub-total	Remarks

BSc in Integrative Systems and Design

Major Requirements

Engineering Fundamental Courses

COMP	1021	Note: COMP1021 OR COMP1022P OR COMP2011 OR COMP2012H Introduction to Computer Science	3-5												
COMP	1022P	Introduction to Computing with Java	3	3										3	Students should take COMP1021 which will also be used to substitute ISOM 2010 and to waive ISOM 2020
COMP	2011	Programming with C++	4												
COMP	2012H	Honors Object-Oriented Programming and Data Structures	5												
LANG	2030	Technical Communication I	3	---	---	---	---	---	---	---	---	---	---	0	Waived for DDP students
MATH	1012	Note: [MATH 1012 OR MATH 1013 OR MATH 1023 AND (MATH 1014 OR MATH 1024)] OR [MATH 1020] (Subject to approval of the program office, MATH 1014/1024 may be replaced by a COMP course)	4-7												
MATH	1013	Calculus IA	4	3	3									6	
MATH	1014	Calculus IB	3												
MATH	1020	Accelerated Calculus	4												
MATH	1023	Honors Calculus I	3												
MATH	1024	Honors Calculus II	3												
PHYS	1101	Note: PHYS1101 OR PHYS1111 OR PHYS1112 OR PHYS1312 Introductory Physics	3		3									3	
PHYS	1111	General Physics I	3												
PHYS	1112	General Physics I with Calculus	3												
PHYS	1312	Honors General Physics I	3												
Required credits for Engineering Fundamental Courses			13-18											12	

Major Required Courses and Electives

ISDN	1002	Redefining Problems for the Real Needs	3			3								3	
ISDN	1004	Sketching	1			1								1	
ISDN	1006	Human-centered Innovation	3				3							3	
ISDN	2001	Second Year Design Project I	1					1						1	
ISDN	2002	Second Year Design Project II	4						4					4	
ISDN	2200	Systems Thinking and Design	3			3								3	
ISDN	2300	Digital Design	3			3								3	
ISDN	2400	Physical Prototyping	3						3					3	
ISDN	3001	Third Year Design Project I	4							4				4	
ISDN	3002	Third Year Design Project II	4								4			4	
ISDN	4001	Final Year Design Project I	5									5		5	
ISDN	4002	Final Year Design Project II	5										5	5	
LANG	4032	Technical Communication II for IEDA and ISDN	3							3				3	
ISDN/ENGG/IEDA		Design Electives (5 credits from the specified elective list)													
ISDN/ENTR/IEDA/SBM		Product Management and Entrepreneurship Electives (9 credits from the specified elective list)													
ISDN		Project-related Electives (22 credits from the specified elective list. Students should seek approval of their advisor for the choices of courses)	36			5	3	3	3	7	3	6		30	DDP students could use ISOM 2700 and MARK 2120 to satisfy part of the requirement of Product Management and Entrepreneurship Electives
Required credits for Major Requirements Courses and Electives			78											72	

BBA in Marketing

School Requirements

ACCT	2010	Principles of Accounting I	3	3										3	
ACCT	2200	Principles of Accounting II	3						3					3	
ECON	2103	Note: ECON 2103 OR ECON 2113 Principles of Microeconomics	3			3								3	
ECON	2113	Microeconomics	3												
ECON	2123	Note: ECON 2123 OR ECON 3123 Macroeconomics	3					3						3	
ECON	3123	Macroeconomic Theory I	3												
FINA	2303	Financial Management	3		3									3	
ISOM	2010	Introduction to Information Systems	3	-	-	-	-	-	-	-	-	-	-	0	Substituted by COMP 1021/ 1022P/ 2011/ 2012H
ISOM	2020	Coding for Business	1	-	-	-	-	-	-	-	-	-	-	0	Waived for DDP students if they have taken and passed COMP 1021 or COMP 1029P
ISOM	2500	Business Statistics	3	3										3	
ISOM	2600	Introduction to Business Analytics	1					1						1	
ISOM	2700	Operations Management	3									3		3	
MARK	2120	Marketing Management	3				3							3	MARK 2120 is a major pre-requisite
MGMT	2010	Business Ethics and the Individual	2									2		2	
MGMT	2110	Organizational Behavior	3				3							3	
MGMT	2130	Business Ethics and Social Responsibility	2										2	2	
LABU	2040	Business Case Analyses	3	-	-	-	-	-	-	-	-	-	-	0	Waived for DDP students
LABU	2060	Effective Communication in Business	3							3				3	
MATH	1003	Note: MATH 1003 OR MATH 1012 OR MATH 1013 OR MATH 1020 OR MATH 1023 Calculus and Linear Algebra	3-4												
MATH	1012	Calculus IA	4	(3)											
MATH	1013	Calculus IB	3												
MATH	1020	Accelerated Calculus	4												
MATH	1023	Honors Calculus I	3												
Required credits for School Requirements			43-44											35	DDP students should take MATH 1012 or MATH 1013 or MATH 1020 or MATH 1023 to satisfy the requirements of both BEng and BBA degrees

Major Requirements

Major Required Courses and Electives

MARK	3220	Marketing Research	4					4						4	
MARK	3420	Consumer Behavior	4						4					4	
MARK	4210	Strategic Marketing	4										4	4	
MARK		MARK 3000-level or above Electives (Any 3 courses of the subject and level as specified)	12							4	4	4		12	
Required credits for Major Required Courses and Electives			24											24	

Additional Requirements

Requirements for Dual Degree Program

Required Courses

TEMG	1010	T&M Professional Activities	0	0	0	0	0	0	0	0	0	0	0	0	
TEMG	3950	T&M Case Analysis and Product Innovation	3		3									3	
TEMG	4950	T&M Corporate Consulting Project	3-5					4						4	
Required credits for Additional Requirements			7											7	

University CORE

CORE	C3 - C9	U CORE - Others	21	6	3				3	3			3	3	21
CORE	C1 & C2	U CORE - English Language	6	3	3										6
CORE	1905	Behavioral Foundations of University Education: Habits, Mindsets, and Wellness	3	0	3										3
Sub-total for University CORE			30											30	

Term load (excl. free credits)									
21	21	13	14	12	16	20	15	20	16
145##									

Notes:

- () indicates the reuse of the same course to fulfill more than one requirement.
- * Courses offered in winter term
- ^ Courses offered in summer term
- denotes the course/requirement is either waived or substituted
- ## To graduate, students should complete all requirements as specified for DDP.

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**Remarks on course(s):