

Interdisciplinary Concentration

FINTECH

Info Session

MARTECH

*Dr. Ludwig Chang
Associate Director, BBA Programme*



FEATURES

FinTech & MarTech



Interdisciplinary Nature

co-offered by Department of
AEF and MMIS



Enhance Career Prospects

develop in-demanding skillsets in
the rapid evolving business era



Blended Learning

blend technology into regular
business studies

MarTech



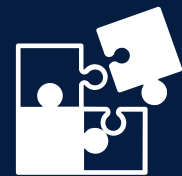
OBJECTIVES

Develop and understand

how technology improve marketing

Learn to apply **MarTech Solution** into marketing effectively

Prepare to **leverage MarTech** for
driving business success and innovation



PROSPECTIVE INDUSTRY

CRM, Digital Advertising, Content Marketing, Social Media, etc.



CAREER OPPORTUNITIES

- o Product Marketing
- o CRM/e-CRM Lead
- o Marketing Communications Specialist
- o Social Media Marketing Consultant
- o Customer Service Strategist
- o Digital Retail Specialist

For Non-Business Major: Example

Skillset:



**Data Analysis,
SEO/SEM, Digital
Marketing**

Journalism/Communication

Amplify storytelling through SEO and content management system

Design/Computer Science

Develop UXD friendly tools for customer interaction and conversion rates

FinTech



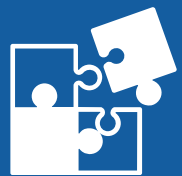
OBJECTIVES

Gain comprehensive understanding of

how technology is reshaping finance

Learn to apply **FinTech Solution** to real-world financial challenges

Equip students with the skills necessary to **excel** in
a rapidly evolving business landscapes



PROSPECTIVE INDUSTRY

Digital Payment, Blockchain & Cryptocurrencies, Insurance Technologies, etc.



CAREER OPPORTUNITIES

- o Financial Analyst
- o Blockchain Developer
- o Data Scientist
- o Compliance Officer
- o FinTech System Analyst

For Non-Business Major:

broaden career prospects significantly through the studies intersecting finances, technology and innovation

CURRICULUM

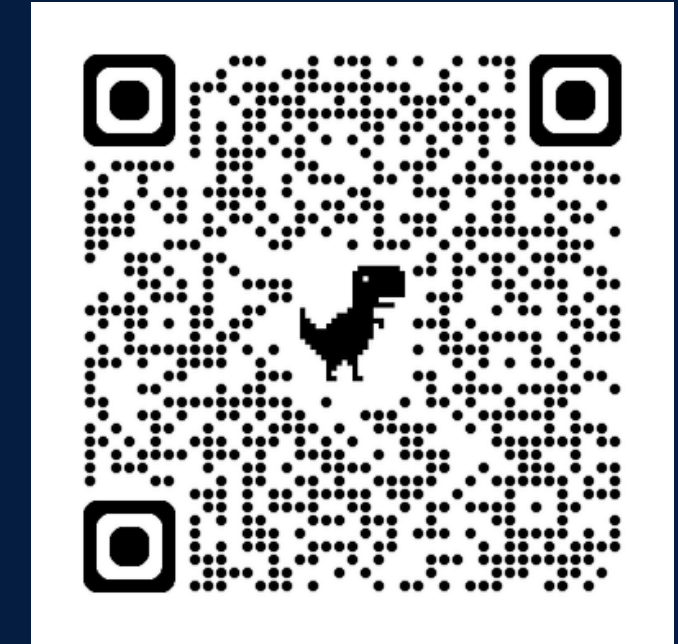
FinTech: 21 units

3 units
ECON3086
*Python Programming
for FinTech*
Required Course

12
units
Elective Course I

6
units
Elective Course II

FinTech
Course List



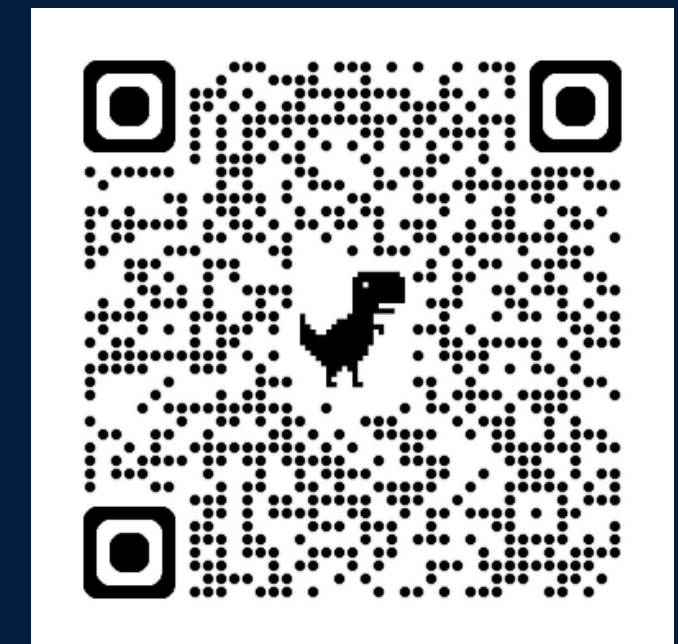
MarTech: 21 units

12
units
Elective Course I

9
units
Elective Course II

For more details about courses,
please visit BBA website

MarTech
Course List



ENROLLMENT

Starting from **A/Y 2024/25** open to **all HKBU students**

For **BBA Students** it can only be claimed as **2nd Concentration**

there is no such requirement for **non-BBA Students**

No Prior Declaration is required

Final-year students will receive an email from AR for declaration in

Sem 2

IMPORTANT NOTES

Students must fulfil the Interdisciplinary Concentration requirements by using the units for free electives.

Double Counting

Up to 6 units between the major courses and the Interdisciplinary Concentration courses.

The units of the double-counted courses shall only be counted once.

Course placement is offered on a first-come, first-served basis.

Successful registration to courses is subject to the availability of class size, clash free class schedule, etc.

Students who have successfully accumulated 21 units required (including course registered in their final semester) may apply for graduation with th Interdisciplinary Concentration in the final year of study.

RESOURCES AND SUPPORT

Academic Advising for FinTech/MarTech

**Dr.
Ludwig Chang**

3411-7564
mkchang@hkbu.edu.hk

General Enquiry

**BBA
Programme Office**

3411-5265
bba@hkbu.edu.hk

Academic Registry

**Undergraduate
Studies Section**

3411-7874
ugs@hkbu.edu.hk