

SYLLABUS FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

This syllabus applies to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2015-16 and thereafter.

1. Candidates must enroll and attempt examination in not fewer than 240 credits of courses in accordance with the regulations and the syllabuses.
2. Major
At the end of the first year, candidates shall declare their major. During their year two, three, and four of studies, candidates are required to complete one of the following majors: (1) Business Design and Innovation (BDI)[#]; (2) Human Resource Management (HRM); (3) Information Systems (4) Marketing, or (5) Wealth Management, unless otherwise permitted by the Board of the Faculty. The list of courses required for each major is set out below.
3. To fulfill the graduation requirement of this degree as specified by the Board of the Faculty of Business and Economics in accordance with UG 5 of the Regulations for First Degree Curricula, candidates must satisfactorily complete the credits of courses identified by an asterisk (*). Those courses include the following areas of study: English language enhancement (12 credits), Chinese language enhancement (6 credits) and Common Core courses (36 credits), and successful completion of a capstone experience.
4. The Common Core courses are categorized under four Areas of Inquiry (AoI): Scientific and Technological Literacy, Humanities, Global Issues, and China: Culture, State and Society. Candidates must complete a total of 36 credits, comprising at least one and not more than two courses from each Area of Inquiry with not more than 24 credits of courses being selected within one academic year except where candidates are required to make up for failed credits.
5. The following courses are designated as Faculty Core courses: ACCT1101, ECON1210, FINA1310 and a statistics course, as prescribed in the syllabus. Candidates are not required to re-take Faculty Core courses where any of these courses form part of the requirements of a second major offered by the Faculty of Business and Economics, however, candidates must complete an equivalent number of credits of free electives in lieu of the Faculty Core courses.
6. The courses listed in the syllabus will not necessarily be offered every year; from time to time, depending on the exigencies of staffing, additional courses may be offered. The School of Business will only offer electives for which sufficient student demand has been expressed in any one year.
7. For courses offered by the School of Business, the final examination is normally 2 hours in length. Final grading will normally be determined by performance in the final examination (40-60%) and an assessment of coursework (40-60%) except for final project/final papers which will be assessed by 100% coursework.
8. Candidates should take note of any impermissible combinations of majors/minors listed in the document “Major/Minor Programmes offered by FBE” for the year concerned.
9. Candidates are not permitted to enroll in courses where significant portions of the course contents overlap with each other, or where the courses are mutually exclusive.
10. Each candidate shall be required to take an English Proficiency Test at two different junctures; firstly in Year 1 and secondly in the final or penultimate year of study.

[#] Candidates must undergo a selection process arranged by the Programme Co-ordinator.

A. Common Requirements for All BBA Majors

UG 5 requirements [54 credits]

(a) Languages*[18 credits]

Course code	Course title	Year of Study	Credits
CAES1000 [#]	Core University English*	1	6
CAES9920	Academic Communication for Business and Economics*	2	6
CBBA9001 [^]	Practical Chinese for BBA/BBA(Acc&Fin) students* or	3	6
CUND9002 [^]	Practical Chinese and Hong Kong society or	1 or 2 or 3	
CUND9003 [^]	Cantonese for Non-Cantonese speaking students	1 or 2 or 3	

[#] Candidates who have achieved Level 5** in English Language in the HKDSE or equivalent are exempted but must take a free elective in lieu of this course.

[^] Putonghua-speaking candidates must take CUND9002 or CUND9003. Students who have not studied the Chinese language during their secondary education or who have not attained the requisite level of competence in the Chinese language to take CBBA9001 can apply to the Faculty to take credit-bearing Cantonese or Putonghua language course offered by the School of Chinese (especially for international and exchange students) in lieu of CBBA9001. If a credit-bearing Cantonese or Putonghua language course offered by the School of Chinese is taken in lieu of CBBA9001, it may be taken in any year of study.

(b) HKU Common Core Curriculum* [36 credits]

Course code	Course title	Year of Study	Credits
CCxxxxxx	4 CC courses in all four Areas of Inquiry*	1	24
CCxxxxxx	2 CC courses in any two Areas of Inquiry*	2	12

B. Specific Requirements for Individual BBA Majors

1. Major in Business Design and Innovation [72 credits]

Course code	Course title	Year of Study	Credits
Faculty Core courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirement – choose one of the following courses:			
ECON1280	Analysis of economic data or	1	6
STAT1602	Business statistics or		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Business Core courses – complete all of the following courses:			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
STRA4701	Strategic management* (Capstone course)	4	6
Disciplinary Core courses – complete all of the following courses:			
IIMT3621	Creativity and business innovation	2 or 3	6
IIMT3626	Values-driven innovation	2 or 3	6
IIMT3623	Design thinking: concepts and applications [≈]	3 or 4	6
IIMT3624	Design studio [≈]	3 or 4	6

[≈]The two courses must be taken together in the same academic year.

Free Electives [114 credits] – any courses except Common Core courses.

Reference Table for BBA Major in Business Design and Innovation

Year	Lang.	Common Core	Major in Business Design and Innovation	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	12 credits	48 credits	60 credits
Total	18 credits	36 credits	72 credits	114 credits	240 credits

2. Major in Human Resource Management [72 credits]

Course code	Course title	Year of Study	Credits
Faculty Core courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirement – choose one of the following:			
ECON1280	Analysis of economic data <i>or</i>	1	6
STAT1602	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Business Core courses – complete all of the following courses:			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
STRA4701	Strategic management* (Capstone course)	4	6
Disciplinary electives – complete four of the following courses:			
MGMT3403	Leadership	2 or 3 or 4	24
MGMT3404	Cross-cultural management	2 or 3 or 4	
MGMT3405	Organizational behavior	2 or 3 or 4	
MGMT3415	Principles of entrepreneurship	2 or 3 or 4	
MGMT3429	Strategic human resources management	2 or 3 or 4	
MGMT3434	Human resource: theory and practice	2 or 3 or 4	
MGMT3475	Current topics in human resource management	2 or 3 or 4	
MGMT3476	Managing organizational change	2 or 3 or 4	

Free Electives [114 credits] – any courses except Common Core courses.

Reference Table for BBA Major in Human Resource Management

Year	Lang.	Common Core	Major in Human Resource Management	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	12 credits	48 credits	60 credits
Total	18 credits	36 credits	72 credits	114 credits	240 credits

3. Major in Information Systems [72 credits]

Course code	Course title	Year of Study	Credits
Faculty Core courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirement – choose one of the following:			
ECON1280	Analysis of economic data <i>or</i>	1	6
STAT1602	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Business Core courses – complete all of the following courses:			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
STRA4701	Strategic management* (Capstone course)	4	6
Disciplinary electives – complete four of the following courses:			
IIMT3601	Database management <i>or</i>	2 or 3 or 4	24
COMP3278	Introduction to database management systems		
IIMT3602	Information systems analysis and design	2 or 3 or 4	
IIMT3603	Project management	3 or 4	
IIMT4601	Information systems project management	3 or 4	

Free Electives [114 credits] – any courses except Common Core courses.

Reference Table for BBA Major in Information Systems

Year	Lang.	Common Core	Major in Management Information Systems	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	12 credits	48 credits	60 credits
Total	18 credits	36 credits	72 credits	114 credits	240 credits

4. Major in Marketing [72 credits]

Course code	Course title	Year of Study	Credits
Faculty Core courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirement – choose one of the following:			
ECON1280	Analysis of economic data <i>or</i>	1	6
STAT1602	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Business Core courses – complete all of the following courses:			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
STRA4701	Strategic management* (Capstone course)	4	6
Disciplinary Core courses– complete all of the following courses:			
MKGT3501	Consumer behavior	2 or 3 or 4	6
MKGT3502	Marketing research	2 or 3 or 4	6
MKGT3525	Services marketing	2 or 3 or 4	6
MKGT3531	Strategic marketing management	2 or 3 or 4	6

Free Electives [114 credits] – any courses except Common Core courses.

Reference Table for BBA Major in Marketing

Year	Lang.	Common Core	Major in Marketing	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	12 credits	48credits	60 credits
Total	18 credits	36 credits	72 credits	114 credits	240 Credits

5. Major in Wealth Management [72 credits]

Course code	Course title	Year of Study	Credits
Faculty Core courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirement – choose one of the following:			
ECON1280	Analysis of economic data <i>or</i>	1	6
STAT1602	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Business Core courses – complete all of the following courses:			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
STRA4701	Strategic management* (Capstone course)	4	6

<i>Disciplinary electives – complete four of the following courses:</i>			
ACCT3107	Hong Kong taxation	2 or 3 or 4	24
FINA2320	Investments and portfolio analysis	2 or 3 or 4	
FINA2322	Derivatives	2 or 3 or 4	
FINA2342	Insurance: theory and practice	2 or 3 or 4	
FINA3325	Alternative investments	2 or 3 or 4	

Free Electives [114 credits] – any courses except Common Core courses.

Reference Table for BBA Major in Wealth Management

Year	Lang.	Common Core	Major in Wealth Management	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	12 credits	48 credits	60 credits
Total	18 credits	36 credits	72 credits	114 credits	240 credits