

**SYLLABUS FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION
[BBA]**

This syllabus applies to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2019-20 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) Entrepreneurship, Design and Innovation (EDI)[⊗], (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 Faculty of Business and Economics will only offer electives for which sufficient student demand has been expressed in any one year.
7. For courses offered by the Faculty of Business and Economics, the final examination is normally 2 hours in length. Final grading will normally be determined by performance in the final examination (30-60%) and an assessment of coursework (40-70%) 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.

[⊗] Candidates must undergo a selection process arranged by the Programme Director.

A. Common Requirements for All BBA Majors

UG 5 requirements [54 credits]

(a) Languages*[18 credits]

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

[#] Candidates who have achieved Level 5 or above in English Language in the Hong Kong Diploma of Secondary Education Examination, or equivalent, are exempted from this requirement, and Core University English is optional. Those who do not take this course should take an elective course in lieu, see *Regulation UG 6*.

[^] 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 should write to the Board of the Faculty to apply for exemption from the Chinese language requirement and take a 6-credit Cantonese or Putonghua language course offered by the School of Chinese especially for international and exchange students, or take a free elective course, in lieu of CBBA9001. If a Cantonese or Putonghua language course offered by the School of Chinese or a free elective course is taken in lieu of CBBA9001, it may be taken in any year of study.

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

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
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 Entrepreneurship, Design and Innovation [78 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
<i>Faculty Core courses – complete all of the following courses:</i>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<i>Statistics requirement – choose one of the following courses:</i>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
<i>Business Core courses – complete all of the following courses:</i>			
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 Core courses – complete all of the following courses:</i>			
IIMT3623	Design thinking: concepts and applications	3 or 4	6
IIMT3624	Design studio	3 or 4	6

Course code	Course title	Year of study	Credits
Disciplinary electives – complete three of the following courses, at least one of them must be IIMT3627 or IIMT3682:			
BUSI1807	Business consulting practicum	2 or 3	18
IIMT3621	Creativity and business innovation	2 or 3	
IIMT3626	Values-driven innovation	2 or 3	
IIMT3627	Venture and entrepreneurship management	2 or 3	
IIMT3682	IT and entrepreneurship	3 or 4	

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Entrepreneurship, Design and Innovation

Year	Lang.	Common Core	Major in Entrepreneurship, 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	-	-	18 credits	42 credits	60 credits
Total	18 credits	36 credits	78 credits	108 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 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	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		
MGMT3405	Organizational behavior		
MGMT3415	Principles of entrepreneurship		
MGMT3429	Strategic human resources management		
MGMT3434	Human resource: theory and practice		
MGMT3475	Current topics in human resource management		
MGMT3476	Managing organizational change		

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 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	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 <i>or</i>	Database management <i>or</i>	2 or 3 or 4	24
COMP3278	Introduction to database management systems		
IIMT3602 <i>or</i>	Information systems analysis and design <i>or</i>	2 or 3 or 4	
COMP3297	Software engineering		
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 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]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
<i>Faculty Core courses – complete all of the following courses:</i>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<i>Statistics requirement – choose one of the following:</i>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
<i>Business Core courses – complete all of the following courses:</i>			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	1 or 2	6
STRA4701	Strategic management* (Capstone course)	4	6
<i>Disciplinary Core courses – complete all of the following courses:</i>			
MKTG3501	Consumer behavior	2 or 3 or 4	6
MKTG3502	Marketing research	2 or 3 or 4	6
MKTG3525	Services marketing	2 or 3 or 4	6
MKTG3531	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	48 credits	60 credits
Total	18 credits	36 credits	72 credits	114 credits	240 credits

5. Major in Wealth Management [72 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
<i>Faculty Core courses – complete all of the following courses:</i>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<i>Statistics requirement – choose one of the following:</i>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
<i>Business Core courses – complete all of the following courses:</i>			
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>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
<i>Disciplinary electives – complete four of the following courses:</i>			
ACCT3107	Hong Kong taxation	2 or 3 or 4	24
FINA2312	Advanced corporate finance	2 or 3 or 4	
FINA2320	Investments and portfolio analysis	2 or 3 or 4	
FINA2322	Derivatives	2 or 3 or 4	
FINA2330	Financial markets and institutions	2 or 3 or 4	
FINA2342	Insurance: theory and practice	2 or 3 or 4	
FINA3325	Alternative investments	2 or 3 or 4	
FINA3334	Private banking and wealth management	2 or 3 or 4	
FINA3381	Behavioral finance	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