

**SYLLABUSES FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN CONJUNCTION WITH THE
DEGREE OF BACHELOR OF ENGINEERING (BENG)**

These syllabuses apply to BEng graduates admitted to the one-year BBA curriculum in the academic year 2016-2017 and thereafter.

1. The courses listed 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.
2. For courses offered by the School of Business, the final examination is normally 2 hours in length, unless otherwise specified at the start of the semester. Final grading will be determined by performance in the examination (40%-60%) and an assessment of coursework (40%-60%) except for the final project/final papers which will be assessed by 100% coursework.

YEAR FIVE

To complete the curriculum, candidates must successfully complete all courses listed as follows:

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
CAES9920	Academic communication for business and economics students	6
BUSI3801	Business Law	6
STRA4701	Strategic management (Capstone course)	6

Choose one of the following courses:

ECON1220	Introductory macroeconomics <i>or</i>	6
IIMT3635	Operations management <i>or</i>	
IIMT3636	Decision and risk analysis I	
xxxxxxx	Disciplinary electives for declared Major	12
xxxxxxx	Global electives	12
xxxxxxx	FBE electives	12

A. Disciplinary electives for BEng/BBA (Human Resource Management)

Candidates are required to complete 24 credits of disciplinary electives under the BEng and BBA curricula, 12 credits must be completed within the BEng curriculum and the remaining 12 credits shall be completed in the BBA curriculum:

Course Code	Complete 12 credits of courses from the following list:	Credits
MGMT3403	Leadership	6
MGMT3404	Cross-cultural management	6
MGMT3405	Organizational behavior	6
MGMT3415	Principles of entrepreneurship	6
MGMT3429	Strategic human resources management	6
MGMT3434	Human resource: theory and practice	6
MGMT3475	Current topics in human resource management	6
MGMT3476	Managing organizational change	6

B. Disciplinary electives for BEng/BBA (Marketing)

Candidates are required to complete 24 credits of disciplinary electives under the BEng and BBA curricula, 12 credits must be completed within the BEng curriculum and the remaining 12 credits shall be completed in the BBA curriculum:

Course Code	Complete 12 credits of courses from the following list:	Credits
MKTG3501	Consumer behavior	6
MKTG3502	Marketing research	6
MKTG3525	Services marketing	6
MKTG3531	Strategic marketing management	6

C. Disciplinary electives for BEng/BBA (Wealth management)

Candidates are required to complete 24 credits of disciplinary electives under the BEng and BBA curricula, 12 credits must be completed within the BEng curriculum and the remaining 12 credits shall be completed in the BBA curriculum:

Course Code	Complete 12 credits of courses from the following list:	Credits
ACCT3107	Hong Kong taxation	6
FINA2320	Investments and portfolio analysis	6
FINA2322	Derivatives	6
FINA2342	Insurance: theory and practice	6
FINA3325	Alternative investments	6

D. Global electives

Candidates are required to complete 12 credits from the following list of courses:

Course Code	Complete 12 credits of courses from the following list:	Credits
ECON2249	Foreign trade and investment in China	6
ECON2252	Theory of international trade	6
ECON2253	International macroeconomics	6
ECON2264	Economic development of China	6
FINA2333	Asian financial institutions	6
FINA2383	International financial management	6
MKTG3523	Global marketing	6
POLI3019	Hong Kong and the world	6
POLI3033	Problems of the third world	6
POLI3052	International relations of East Asia	6
POLI3059	China and the world	6
POLI3080	Global political economy	6
POLI3087	Global and world order	6
STRA3702	International business	6
STRA3703	Multinational corporations	6

E. FBE electives

Candidates are required to complete 12 credits of electives offered by the School of Business or the School of Economics and Finance. In addition, students must satisfy any other requirements

stipulated in the University or the Faculty of Business and Economics. Course descriptions are available in the syllabus for the degree of Bachelor of Business Administration.
