

**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	

xxxxxxxx	Disciplinary electives for declared Major	12
xxxxxxxx	Global electives	12
xxxxxxxx	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:

<b>Course Code</b>	<b>Complete 12 credits of courses from the following list:</b>	<b>Credits</b>
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.

The degree of Bachelor of Business Administration shall be awarded in five divisions in accordance with item 15 of the Regulations for the Degree of Bachelor of Business Administration Awarded in Conjunction with the Degree of Bachelor of Engineering and UG9 of the Regulations for the First Degree Curricula. The determination of degree classification shall be based on the best 240 credits of courses as listed below:

	Year 1 to 4	Year 5
UG5 Requirements (42 credits)	<ul style="list-style-type: none"> <li>• CAES1000 Core University English</li> <li>• CAES95## English in the Discipline course for respective BEng curriculum</li> <li>• CENG9001 Practical Chinese for Engineering students</li> <li>• HKU Common Core Courses (the best 24 credits, and one from each of the four AoIs)</li> </ul>	
Business Core Courses (60 credits)	<ul style="list-style-type: none"> <li>• ACCT1101 Introduction to Financial Accounting</li> <li>• ACCT2105 Introduction to Management Accounting</li> <li>• ECON1210 Introductory Microeconomics</li> <li>• FINA1310 Corporate finance</li> <li>• IIMT2601 Management Information Systems</li> <li>• MGMT2401 Principles of Management</li> <li>• MKTG2501 Introduction to Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• CAES9920 Academic Communication for Business and Economics Students</li> <li>• BUSI3801 Business Law</li> <li>• ECON1220 Introductory Macroeconomics or IIMT3635 Operations Management or IIMT3636 Decision and Risk Analysis I</li> </ul>
Capstone Course (6 credits)		<ul style="list-style-type: none"> <li>• STRA4701 Strategic Management</li> </ul>

	Year 1 to 4	Year 5
Disciplinary Elective Courses (24 credits)	<ul style="list-style-type: none"> <li>• 12 credits of elective courses from the list of courses for major in Human Resource Management, Marketing or Wealth Management as prescribed in the BBA syllabus</li> </ul>	<ul style="list-style-type: none"> <li>• 12 credits of elective courses from the list of courses for major in Human Resource Management, Marketing or Wealth Management as prescribed in the BBA syllabus</li> </ul>
Advanced Level Courses (84 credits)	<ul style="list-style-type: none"> <li>• the best 84 credits of advanced level courses in the first degree BENG</li> </ul>	
Global Elective Courses (12 credits)		<ul style="list-style-type: none"> <li>• 12 credits of global elective courses from the list as prescribed in the BBA syllabus</li> </ul>
FBE Elective Courses (12 credits)		<ul style="list-style-type: none"> <li>• 12 credits of FBE elective courses offered by the School of Business and the School of Economics and Finance</li> </ul> <p><b>(Any credits in excess of final-year requirements completed under the BBA degree must be included and counted towards the honours classification)</b></p>