

**SYLLABUS FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS AND  
GLOBAL MANAGEMENT**

This syllabus applies to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2014-15 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. In addition, the 240 credits of courses should be completed in the following manner:

UG 5 requirements [54 credits]	
Languages*	18 credits
HKU Common Core Curriculum*	36 credits
First Major in International Business and Global Management [96 credits]	
- First year Core courses	24 credits
- Second year Core courses	24 credits
- Third year Core courses	18 credits
- Fourth year Core courses	30 credits
Second Major	72 credits
Free Electives	18 credits
Total credits for degree programme	240 credits

2. 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.
3. 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.
4. 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 or a minor 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.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.

## 1. 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 <sup>#</sup>	Core University English*	1	6
CAES9920	Academic Communication for Business and Economics*	2	6
CBBA9004 <sup>^</sup>	Practical Chinese for BBA(IBGM) students* <b>or</b>	3	6
CUND9002 <sup>^</sup>	Practical Chinese and Hong Kong society <b>or</b>	1 or 2 or 3	
CUND9003 <sup>^</sup>	Cantonese for Non-Cantonese speaking students	1 or 2 or 3	

<sup>#</sup> Candidates who have achieved Level 5\*\* in English Language in the HKDSE or equivalent are exempted but must take an elective in lieu of this course.

<sup>^</sup> 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 CBBA9004 can apply to the Faculty to take a credit-bearing Cantonese or Putonghua language course offered by the School of Chinese (especially for international and exchange students) in lieu of CBBA9004. If a credit-bearing Cantonese or Putonghua language course offered by the School of Chinese is taken in lieu of CBBA9004, 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

## 2. First Major in International Business and Global Management [96 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of Study</i>	<i>Credits</i>
<b>Faculty Core courses – complete all of the following courses:</b>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<b>Statistics requirement – choose one of the following:</b>			
ECON1280	Analysis of economic data <b>or</b>	1	6
STAT1602	Business statistics <b>or</b>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
<b>Business Core courses – complete all of the following courses:</b>			
IIMT2601	Management information systems	2	6
MGMT2401	Principles of management	2	6
MKGT2501	Introduction to marketing	2	6
STRA4701	Strategic management* (Capstone course)	4	6
<b>Disciplinary courses – complete all of the following courses:</b>			
BUSI1805	International field trip	1	6
BUSI3808	Global analysis team project	3	6
STRA3702	International business	3	6
STRA4702	Global corporate strategy	3	6
ACCT3111	Corporate governance and social responsibility	4	6
BUSI3809	Leadership development programme	4	6
BUSI3810	Legal and ethical environment in global business	4	6
STRA3703	Multinational corporations	4	6

**3. Second Major in any discipline offered by FBE or HKU [72 credits or more<sup>1</sup>]**

<i>Course code</i>	<i>Recommended order of study</i>	<i>Year of Study</i>	<i>Credits</i>
XXXXXXXXXX	FBE or HKU courses	2	6
XXXXXXXXXX	FBE or HKU courses (Semester 1)	3	12
XXXXXXXXXX	Compulsory Overseas Exchange (Semester 2)		24
XXXXXXXXXX	HKU or FBE courses	4	30

**4. Free Electives [18 credits]<sup>1</sup>** – any courses except Common Core courses.

**REFERENCE TABLE**

<b>Year</b>	<b>Lang.</b>	<b>Common Core</b>	<b>First Major in IBGM</b>	<b>Second Major</b>	<b>Free Electives<sup>1</sup></b>	<b>Total</b>
<b>I</b>	6 credits	24 credits	24 credits	-	6 credits	60 credits
<b>II</b>	6 credits	12 credits	24 credits	6 credits	12 credits	60 credits
<b>III</b>	6 credits	-	18 credits	36 credits	-	60 credits
<b>IV</b>	-	-	30 credits	30 credits	-	60 credits
<b>Total</b>	18 credits	36 credits	96 credits	72 credits	18 credits	240 credits

Note:

1. Candidates may use free electives to fulfill the second major where the requirements exceed 72 credits.