

**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 2020-21 and thereafter.

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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)<sup>⊗</sup>, (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing, , 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.

<sup>⊗</sup> Candidates must undergo a selection process arranged by the Programme Director.

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## 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 <sup>#</sup>	Core University English*	1	6
CAES9920	Academic communication for business and economics*	2	6
CBBA9001 <sup>^</sup> <i>or</i>	Practical Chinese for BBA/BBA(Acc&Fin) students* <i>or</i>	3	6
CUND9002 <sup>^</sup> <i>or</i>	Practical Chinese and Hong Kong society <i>or</i>	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 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*.

<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 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>
<b><i>Faculty Core Courses – complete all of the following courses:</i></b>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<b><i>Statistics requirement – choose one of the following courses:</i></b>			
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
<b><i>Disciplinary Core Courses – complete all of the following courses:</i></b>			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
IIMT3623	Design thinking: concepts and applications	3 or 4	6
STRA4701	Strategic management	3 or 4	6
IIMT3624	Design studio* (Capstone course)	4	6

Course code	Course title	Year of study	Credits
<b>Disciplinary Electives – complete three of the following courses, at least one of them must be IIMT3627 or IIMT3682:</b>			
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
<b>I</b>	6 credits	24 credits	18 credits	12 credits	60 credits
<b>II</b>	6 credits	12 credits	24 credits	18 credits	60 credits
<b>III</b>	6 credits	-	18 credits	36 credits	60 credits
<b>IV</b>	-	-	18 credits	42 credits	60 credits
<b>Total</b>	18 credits	36 credits	78 credits	108 credits	240 credits

**2. Major in Finance [78 credits]**

Course code	Course title	Year of study	Credits
<b>Faculty Core Courses – complete all of the following courses:</b>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
FINA1310	Corporate finance	1	6
<b>Statistics requirement – choose one of the following:</b>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1 or 2	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
<b>Disciplinary Core Courses – complete all of the following courses:</b>			
ECON1220	Introductory macroeconomics	1 or 2	6
<b>Mathematics requirement – choose one of the following:</b>			
MATH1009 <i>or</i>	Basic mathematics for business and economics <i>or</i>	1	6
MATH1013	University mathematics II		
ECON2280	Introductory econometrics	2 or 3	6
FINA2320	Investments and portfolio analysis	2 or 3	6
FINA2322	Derivatives	2 or 3	6
ECON4200	Senior seminar in economics and finance* (Capstone course)	4	6
<b>Disciplinary Electives</b>			
<b>Business requirement – choose one of the following:</b>			
IIMT2601 <i>or</i>	Management information systems <i>or</i>	2 or 3 or 4	6
MGMT2401 <i>or</i>	Principles of management <i>or</i>	2 or 3 or 4	
MKTG2501	Introduction to marketing	2 or 3 or 4	
FINAxxxx	Finance disciplinary electives	2 or 3 or 4	12

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

**Reference Table for BBA Major in Finance**

Year	Lang.	Common Core	Major in Finance	Free Electives	Total
I	6 credits	24 credits	24 credits	6 credits	60 credits
II	6 credits	12 credits	18 credits	24 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	18 credits	42 credits	60 credits
<b>Total</b>	18 credits	36 credits	78 credits	108 credits	240 credits

**3. Major in Human Resource Management [78 credits]**

Course code	Course title	Year of study	Credits
<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 <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
<b>Disciplinary Core Courses – complete all of the following courses:</b>			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
MGMT3405	Organizational behaviour	2 or 3 or 4	6
STRA4701	Strategic management* (Capstone course)	4	6
<b>Disciplinary Electives – complete four of the following courses:</b>			
MGMT3403	Leadership	2 or 3 or 4	24
MGMT3404	Cross-cultural management	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 [108 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	-	-	18 credits	42 credits	60 credits
<b>Total</b>	18 credits	36 credits	78 credits	108 credits	240 credits

#### 4. Major in Information Systems and Analytics [78 credits]

Course code	Course title	Year of study	Credits
<b>Faculty Core Courses – complete all of the following courses:</b>			
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
<b>Disciplinary Core Courses – complete all of the following courses:</b>			
IIMT2641	Introduction to business analytics	1 or 2 or 3	6
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
IIMT3601 <i>or</i>	Database management <i>or</i>	2 or 3 or 4	6
COMP3278	Introduction to database management systems		
IIMT3602 <i>or</i>	Information systems analysis and design <i>or</i>	2 or 3 or 4	6
COMP3297	Software engineering		
IIMT3603	Project management	3 or 4	6
IIMT3642	Managing and mining big data	3 or 4	6
IIMT4601	Information systems project management* (Capstone course)	4	6
IIMT4602	Digital innovation	4	6

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

#### Reference Table for BBA Major in Information Systems and Analytics

Year	Lang.	Common Core	Major in Information Systems and Analytics	Free Electives	Total
<b>I</b>	6 credits	24 credits	18 credits	12 credits	60 credits
<b>II</b>	6 credits	12 credits	24 credits	18 credits	60 credits
<b>III</b>	6 credits	-	18 credits	36 credits	60 credits
<b>IV</b>	-	-	18 credits	42 credits	60 credits
<b>Total</b>	18 credits	36 credits	78 credits	108 credits	240 credits

#### 5. Major in Marketing [78 credits]

Course code	Course title	Year of study	Credits
<b>Faculty Core Courses – complete all of the following courses:</b>			
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
<b>Disciplinary Core Courses – complete all of the following courses:</b>			
MKTG2501	Introduction to marketing	1 or 2	6
MGMT2401	Principles of management	2 or 3	6
MKTG3501	Consumer behaviour	2 or 3 or 4	6
MKTG3502	Marketing research	2 or 3 or 4	6
MKTG3524	Digital marketing	2 or 3 or 4	6

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
MKTG3531	Strategic marketing management* (Capstone course)	4	6
<b><i>Disciplinary Electives – complete three of the following courses, two from List A and one from List B:</i></b>			
<i>List A (Marketing Strategy) – choose two of the following:</i>			
MKTG3511	Advertising management	2 or 3 or 4	12
MKTG3512	Brand management	2 or 3 or 4	
MKTG3523	Global marketing	2 or 3 or 4	
MKTG3525	Services marketing	2 or 3 or 4	
MKTG3526	Innovation and new product development	2 or 3 or 4	
<i>List B (Quantitative Marketing) – choose one of the following:</i>			
MKTG3527	Pricing strategies	2 or 3 or 4	6
MKTG3528	Marketing analytics	2 or 3 or 4	
MKTG3529	Social media marketing	2 or 3 or 4	

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

**Reference Table for BBA Major in Marketing**

<b>Year</b>	<b>Lang.</b>	<b>Common Core</b>	<b>Major in Marketing</b>	<b>Free Electives</b>	<b>Total</b>
<b>I</b>	6 credits	24 credits	18 credits	12 credits	60 credits
<b>II</b>	6 credits	12 credits	24 credits	18 credits	60 credits
<b>III</b>	6 credits	-	18 credits	36 credits	60 credits
<b>IV</b>	-	-	18 credits	42 credits	60 credits
<b>Total</b>	18 credits	36 credits	78 credits	108 credits	240 credits

## FINANCE DISCIPLINARY ELECTIVES

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
ACCT3114	Valuation using financial statements	6
FINA2311	Case studies in corporate finance	6
FINA2312	Advanced corporate finance	6
FINA2330	Financial markets and institutions	6
FINA2331	Management of commercial banks	6
FINA2332	International banking	6
FINA2342	Insurance: theory and practice	6
FINA2343	Lending and credit in private banking and corporate banking (1)	6
FINA2344	Lending and credit in private banking and corporate banking (2)	6
FINA2382	Real estate finance	6
FINA2383	International financial management	6
FINA2390	Financial programming and databases	6
FINA3317	Entrepreneurial finance	6
FINA3318	China's financial system and markets	6
FINA3319	Green finance and impact investing	6
FINA3322	Credit risk	6
FINA3323	Fixed income securities	6
FINA3324	Interest rate models	6
FINA3325	Alternative investments	6
FINA3326	Equity valuation and investment management	6
FINA3327	Hedge funds: strategies, business management, and institutions	6
FINA3334	Private banking and wealth management	6
FINA3335	Current issues in asset management and private banking industry	6
FINA3340	Risk management	6
FINA3350	Mathematical finance	6
FINA3351	Spreadsheet financial modeling	6
FINA3353	Regulatory and operational issues in finance	6
FINA3360	Financial practicum	6
FINA3381	Behavioral finance	6
FINA3382	Structured finance and securitization	6
FINA3383	Financial regulations and compliance	6
FINA3384	Special topics in finance	6
FINA3391	Reading course	6
FINA4341	Quantitative risk management	6
FINA4350	Text analytics and natural language processing in finance and fintech	6
FINA4354	Financial engineering	6
FINA4359	Big data analytics applied toward quantitative finance	6
FINA4392	Dissertation	12

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