

**SYLLABUS FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS AND  
GLOBAL MANAGEMENT [BBA(IBGM)]**

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.

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  |
| Compulsory Overseas Exchange   | (Note 1)    |
| 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 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 Faculty of Business and Economics will only offer electives for which sufficient student demand has been expressed in any one year.
6. 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.
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.

**1. UG 5 requirements [54 credits]**

(a) Languages\* [18 credits]

| Course code                     | Course title  | Year of study | Credits |
|---------------------------------|---|---------------|---------|
| CAES1000 <sup>#</sup>           | Core University English*                            | 1             | 6       |
| CAES9920                        | Academic communication for business and economics*  | 2             | 6       |
| CBBA9004 <sup>^</sup> <i>or</i> | Practical Chinese for BBA(IBGM) 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 CBBA9004 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 CBBA9004. If a Cantonese or Putonghua language course offered by the School of Chinese or a free elective course is taken in lieu of CBBA9004, it may be taken in any year of study.

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

| Course code | Course title                               | Year of study | Credits |
|-------------|--|---------------|---------|
| 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]**

| Course code  | Course title                            | Year of study | Credits |
|--|---|---------------|---------|
| <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:</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> |   |               |         |
| MKTG2501   | Introduction to marketing               | 1             | 6       |
| BUSI1805   | International field trip                | 2             | 6       |
| IIMT2601   | Management information systems          | 2             | 6       |
| MGMT2401   | Principles of management                | 2             | 6       |
| BUSI3808   | Global analysis team project            | 3             | 6       |
| STRA3702   | International business environment      | 3             | 6       |
| STRA4702   | Global corporate strategy               | 3             | 6       |
| BUSI3809   | Leadership development programme        | 4             | 6       |
| STRA3703   | Multinational corporations              | 4             | 6       |
| STRA4701   | Strategic management* (Capstone course) | 4             | 6       |

| Course code   | Course title  | Year of study | Credits |
|---|---|---------------|---------|
| <b>Disciplinary Electives – complete two of the following courses, one from List A and one from List B:</b> |   |               |         |
| <i>List A – choose one of the following:</i>  |   |               |         |
| BUSI3801  | Business law  | 4             | 6       |
| BUSI3803  | Company law   | 4             |         |
| <i>List B – choose one of the following:</i>  |   |               |         |
| FINA2390  | Financial programming and databases                                   | 4             | 6       |
| FINA4350  | Text analytics and natural language processing in finance and fintech | 4             |         |
| MKTG3511  | Advertising management  | 4             |         |
| MKTG3524  | Digital marketing   | 4             |         |

3. **Second Major in any discipline offered by FBE or HKU [72 credits or more<sup>2</sup>]**
4. **Compulsory Overseas Exchange<sup>1</sup> (Semester 2 of the third year of study)**
5. **Free Electives [18 credits]<sup>2</sup> – any courses except Common Core courses**

Notes:

1. To satisfy the curriculum requirement of compulsory overseas exchange, candidates shall complete exchange studies of at least one semester at an overseas institution. Failure to obtain credits at the host institution will be considered as failure to complete the said curriculum requirement. Credits successfully completed at the host institution on exchange may be transferred towards the BBA(IBGM) degree. Prior approval is required if candidates wish to transfer credits taken abroad before departing on exchange.
2. Candidates may use free electives to fulfill the second major where the requirements exceed 72 credits.

## REFERENCE TABLE

| Year         | Lang.      | Common Core | First Major in IBGM | Second Major | Free Electives <sup>2</sup> | Total       |
|--------------|------------|-------------|---------------------|--------------|-----------------------------|-------------|
| <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 |