### 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 2021-22 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.
- 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)\*\*, (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing, unless
  - 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): "Science, Technology, and Big Data", "Arts and 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.
- \* Candidates must undergo a selection process arranged by the Programme Director.

#### A. Common Requirements for All BBA Majors

#### **UG 5 requirements [54 credits]**

#### (a) Languages\*[18 credits]

Course code	Course title	Year of study	Credits
CAES1000#	Core University English*	1	6
CAES9920	Academic communication for business and	2	6
	economics*		
CBBA9001 <sup>^</sup> or	Practical Chinese for BBA/BBA(Acc&Fin)	3	
	students* or		6
CUND9002° or	Practical Chinese and Hong Kong society or	1 or 2 or 3	6
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*.

#### (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

### B. Specific Requirements for Individual BBA Majors

### 1. Major in Entrepreneurship, Design and Innovation [78 credits]

Course code	Course title	Year of study	Credits
Faculty Core Cou	rses – complete all of the following courses:		
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirem	nent – choose one of the following courses:		
ECON1280 or	Analysis of economic data <i>or</i>		
STAT1602 <i>or</i>	Business statistics <i>or</i>	1	6
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core	Courses – complete all of the following courses:		
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

<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.

Course code	Course title	Year of study	Credits
Disciplinary Electives - complete three of the following courses, at least one of them n			
<i>IIMT3627 or II</i>	IMT3682:		
BUSI1807	Business consulting practicum	2 or 3	
IIMT3621	Creativity and business innovation	2 or 3	
IIMT3626	Values-driven innovation	2 or 3	18
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,	Free Electives	Total
		0010	Design	Ziecu ves	
			and Innovation		
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
Total	18 credits	36 credits	78 credits	108 credits	240 credits

## 2. Major in Finance [78 credits]

Course code	Course title	Year of study	Credits
Faculty Core Cou	rses – complete all of the following courses:		
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
FINA1310	Corporate finance	1	6
Statistics requirem	ent – choose one of the following:		
ECON1280 or	Analysis of economic data <i>or</i>		
STAT1602 <i>or</i>	Business statistics <i>or</i>	1 or 2	6
STAT1603	Introductory statistics		
Disciplinary Core	Courses – complete all of the following courses:		
ECON1220	Introductory macroeconomics	1 or 2	6
Mathematics requi	rement – choose one of the following:		
MATH1009 <i>or</i>	Basic mathematics for business and economics <i>or</i>	1	6
MATH1013	University mathematics II	1	0
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*	4	6
	(Capstone course)	4	U
Disciplinary Elect	ives		
Business requirem	ent – choose one of the following:		
IIMT2601 <i>or</i>	Management information systems or	2 or 3 or 4	
MGMT2401 <i>or</i>	Principles of management or	2 or 3 or 4	6
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	Major in	Free	Total
		Core	Finance	Electives	
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
Total	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
Faculty Core Cou	rses – complete all of the following courses:		
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirem	ent – choose one of the following:		
ECON1280 or	Analysis of economic data <i>or</i>		
STAT1602 or	Business statistics <i>or</i>	1	6
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core	Courses – complete all of the following courses:		
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
Disciplinary Elect	ives – complete four of the following courses:		
MGMT3403	Leadership	2 or 3 or 4	
MGMT3404	Cross-cultural management	2 or 3 or 4	
MGMT3415	Principles of entrepreneurship	2 or 3 or 4	
MGMT3416	Storytelling: global business communication	2 or 3 or 4	
MGMT3417	The European business environment	2 or 3 or 4	24
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	Free Electives	Total
			Management		
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
Total	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
Faculty Core Cou	rses – complete all of the following courses:		
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirem	ent – choose one of the following:		
ECON1280 or	Analysis of economic data or		
STAT1602 or	Business statistics <i>or</i>	1	6
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core	Courses – complete all of the following courses:		
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	2 01 3 01 4	Ü
IIMT3602 <i>or</i>	Information systems analysis and design or	2 or 3 or 4	6
COMP3297	Software engineering	2 01 3 01 4	U
IIMT3603	Project management	3 or 4	6
IIMT3642	Managing and mining big data	3 or 4	6
IIMT4601	Information systems project management*	4	6
	(Capstone course)		
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	Free Electives	Total
		Core	Information Systems and Analytics	Electives	
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
Total	18 credits	36 credits	78 credits	108 credits	240 credits

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

Course code	Course title	Year of study	Credits
Faculty Core Courses - complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirem	ent – choose one of the following:		
ECON1280 or	Analysis of economic data <i>or</i>		
STAT1602 <i>or</i>	Business statistics <i>or</i>	1	6
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core	Courses – complete all of the following courses:		
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

Course code	Course title	Year of study	Credits			
MKTG3531	Strategic marketing management* (Capstone	4	6			
	course)					
Disciplinary Electives - complete three of the following courses, two from List A and one						
from List B:						
List A (Marketing Strategy) – choose two of the following:						
MKTG3511	Advertising management	2 or 3 or 4				
MKTG3512	Brand management	2 or 3 or 4				
MKTG3523	Global marketing	2 or 3 or 4	12			
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				
MKTG3528	Marketing analytics	2 or 3 or 4	6			
MKTG3529	Social media marketing	2 or 3 or 4	6			
MKTG3530	Big data marketing	2 or 3 or 4				

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

# **Reference Table for BBA Major in Marketing**

Year	Lang.	Common Core	Major in Marketing	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
Total	18 credits	36 credits	78 credits	108 credits	240 credits

## FINANCE DISCIPLINARY ELECTIVES

FINA2311 Case studies in corporate finance FINA2312 Advanced corporate finance FINA2330 Financial markets and institutions FINA2331 Management of commercial banks FINA2332 International banking FINA2342 Insurance: theory and practice FINA2343 Lending and credit in private banking and corporate banking (1) FINA2344 Lending and credit in private banking and corporate banking (2) FINA2382 Real estate finance FINA2383 International financial management FINA2380 Financial programming and databases FINA3310 Investment banking: valuation, LBOs, and M&A FINA3311 Entrepreneurial finance FINA3312 Credit risk FINA3319 Green finance and impact investing FINA3322 Credit risk FINA3323 Fixed income securities FINA3324 Interest rate models FINA3325 Alternative investments FINA3326 Equity valuation and investment management FINA3327 Hedge funds: strategies, business management, and institutions FINA3333 Private banking and wealth management FINA3334 Private banking and wealth management FINA3335 Current issues in asset management and private banking industry FINA3336 Investment consulting, institutional business and family office FINA3331 Regulatory, operational and valuation issues in finance institutions FINA3331 Behavioral finance FINA3331 Regulatory, operational and valuation issues in finance institutions FINA3331 Behavioral finance FINA3331 Behavioral finance FINA3332 Structured finance and securitization	Course code	Course title	Credits
FINA2312 Advanced corporate finance FINA2330 Financial markets and institutions FINA2331 Management of commercial banks FINA2332 International banking FINA2342 Insurance: theory and practice FINA2343 Lending and credit in private banking and corporate banking (1) FINA2344 Lending and credit in private banking and corporate banking (2) FINA2382 Real estate finance FINA2383 International financial management FINA2390 Financial programming and databases FINA3316 Investment banking: valuation, LBOs, and M&A FINA3317 Entrepreneurial finance FINA3318 China's financial system and markets FINA3319 Green finance and impact investing FINA3322 Credit risk FINA3323 Interest rate models FINA3324 Interest rate models FINA3325 Alternative investments FINA3326 Equity valuation and investment management FINA3337 Hedge funds: strategies, business management, and institutions FINA3334 Private banking and wealth management FINA3335 Current issues in asset management and private banking industry FINA3330 Risk management FINA3331 Spreadsheet financial modeling FINA3331 Spreadsheet financial modeling FINA3333 Regulatory, operational and valuation issues in finance FINA3331 Spreadsheet financial modeling FINA3331 Regulatory, operational and valuation issues in finance FINA3331 Regulatory infinance FINA3331 Regulatory infinance FINA3332 Financial regulations and compliance FINA3333 Financial regulations and compliance FINA3334 Private banking and wealth management FINA3351 Regulatory infinance FINA3351 Regulatory infinance FINA3351 Regulatory infinance FINA3360 Financial practicum FINA3371 Reading course FINA3381 Spreadsheet financial modeling FINA3381 Reading course FINA3381 Financial regulations and compliance FINA3384 Special topics in finance FINA3385 Financial regulations and compliance FINA3386 Financial regulations and compliance FINA3387 Financial regulations and compliance FINA3380 Financial regulations and compliance FINA3391 Reading course FINA3391 Financial engineering FINA359 Big data analytics applied toward quantitative	ACCT3114	Valuation using financial statements	6
FINA2330 Financial markets and institutions FINA2331 International banking FINA2332 International banking FINA2342 Insurance: theory and practice FINA2343 Lending and credit in private banking and corporate banking (1) FINA2344 Lending and credit in private banking and corporate banking (2) FINA2348 Real estate finance FINA2380 Financial programming and databases FINA2390 Financial programming and databases FINA3316 Investment banking: valuation, LBOs, and M&A FINA3317 Entrepreneurial finance FINA3318 China's financial system and markets FINA3319 Green finance and impact investing FINA3320 Fixed income securities FINA3321 Fixed income securities FINA3322 Fixed income securities FINA3323 Fixed income securities FINA3324 Interest rate models FINA3325 Alternative investments FINA3326 Equity valuation and investment management FINA3327 Hedge funds: strategies, business management, and institutions FINA3334 Private banking and wealth management FINA3335 Current issues in asset management and private banking industry FINA3336 Investment consulting, institutional business and family office FINA3330 Mathematical finance FINA3331 Spreadsheet financial modeling FINA3331 Regulatory, operational and valuation issues in finance FINA3331 Regulatory, operational and valuation issues in finance FINA3331 Regulatory, operational and compliance FINA3331 Regulatory operations and compliance FINA3331 Regulatory operations and compliance FINA3331 Regulatory operations and compliance FINA3332 Financial regulations and compliance FINA3333 Financial regulations and compliance FINA3331 Reading course FINA3332 Financial engineering FINA334 Financial engineering FINA335 Regulatory operational and processing in finance and finitech FINA334 Financial engineering FINA335 Financial engineering FINA336 Financial engineering FINA359 Big data analytics applied toward quantitative finance	FINA2311	Case studies in corporate finance	6
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