HKU BUSINESS SCHOOL 港大經管學院

Bachelor of Business Administration (Business Analytics)
工商管理學學士（商業分析）

Year 1 (60 credits)	Year 2 (60 credits)	Year 3 (60 credits)	Year 4 (60 credits)
CAES1000 Core University English	**CAES9920** Academic Communication for Business and Economics	**CBBA9005** Practical Chinese for BBA(BA) Students	**IIMT4602** Digital Innovation *(Capstone)*
Common Core Course 1	Common Core Course 5	BA Disciplinary Elective 1 (List A) (Year 3 or 4)	
Common Core Course 2	Common Core Course 6	BA Disciplinary Elective 2 (List A) (Year 3 or 4)	
Common Core Course 3	**FINA1310** Corporate Finance	BA Disciplinary Elective 3 (List B) (Year 3 or 4)	
Common Core Course 4	**IIMT2601** Management Information Systems	BA Disciplinary Elective 4 (List B) (Year 3 or 4)	
ACCT1101 Introduction to Financial Accounting	**IIMT2641** Introduction to Business Analytics	Free Elective 3	Free Elective 9
ECON1210 Introductory Microeconomics	**IIMT3636** Decision and Risk Analysis I	Free Elective 4	Free Elective 10
IIMT2602 Business Programming	**MGMT2401** Principles of Management	Free Elective 5	Free Elective 11
Statistics Course (**ECON1280 / STAT1602 / STAT1603**)	**IIMT3601** Database Management (Year 2 or 3)		Free Elective 12
Free Elective 1	**IIMT3635** Operations Management (Year 2 or 3)		Free Elective 13
	Free Elective 2	Free Elective 6	Free Elective 14
		Free Elective 7	Free Elective 15
		Free Elective 8	

Language Courses (3 courses; 18 credits)	Common Core Courses (6 courses; 36 credits)	Major in Business Analytics (16 courses; 96 credits)	Free Elective (15 courses; 90 credits)

Bachelor of Business Administration (Business Analytics) [BBA(BA)] Curriculum Requirements (Total: 240 credits)
(Please refer to the BBA(BA) Degree Syllabus of the 2022-2023 intake for details.)

1. **UG5 Requirements (10 courses; 54 credits)**

   (a) Language Courses (3 courses; 18 credits): (i) *CAES1000* Core University English + (ii) *CAES9920* Academic Communication for Business and Economics + (iii) *CBBA9005* Practical Chinese for BBA(BA) Students

   - *CAES1000* Core University English (CUE) is a compulsory course for all undergraduate students. Students must enrol in *CAES1000* in either Semester 1 or 2 of Year 1 unless exemption or advanced standing has been granted. Students who have achieved Level 5 or above in English Language in HKDSE, or equivalent, are exempted from the CUE requirement, and *CAES1000* is optional. Those who do not take *CAES1000* should take a free elective course in lieu.

     Students who have achieved Level 5 or above in HKDSE English Language are automatically exempted from the CUE requirement. Those who have attained the equivalencies to Level 5 or above in HKDSE English Language are also eligible to apply for exemption from the CUE requirement. To apply for exemption from the CUE requirement, students should complete the online application form at the HKU Business School (the School) website (https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms) by the deadline. Students with Level 3 or Level 4 in HKDSE English Language are NOT allowed to use any of the equivalent standards to get exempted from *CAES1000*.

   - Putonghua-speaking candidates must take *CUND9002* Practical Chinese and Hong Kong Society or *CUND9003* Cantonese for Non-Cantonese Speaking Students (instead of *CBBA9005* Practical Chinese for BBA(BA) Students). 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 *CBBA9005* should 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 *CBBA9005*. To apply for exemption from the Chinese language requirement, students should complete the application form at the School website (https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms) and return it to the Faculty Office by the deadline.

   (b) Common Core Courses (6 courses; 36 credits)

   Students shall complete a total of 6 Common Core courses (36 credits), comprising at least one and not more than two courses from each Area of Inquiry (AoI) 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. Please refer to the Common Core website (https://commoncore.hku.hk/) for details.

   (c) Non-credit Bearing Courses under UG5(e) (1 course – *subject to change*; 0 credits): *UG5E1001* Introduction to the Constitution, the Basic Law and the National Security Law

   UG5E1001 Introduction to the Constitution, the Basic Law and the National Security Law is an online course which adopts a self-directed learning approach. Students have the flexibility to take the course in any semester throughout their period of study. Enrolment on the course is automatic.

2. **Compulsory Major in Business Analytics (BA) (16 courses; 96 credits)**

   (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *STAT1602* Business Statistics* or *STAT1603* Introductory Statistics*)

   - FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by HKU Business School, students will be required to take an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.

   - Double-counting is NOT allowed for courses other than the FCC. Students will be required to take an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.

   [*Note: STAT1602 Business Statistics and STAT1603 Introductory Statistics are not offered in the academic year 2022-2023.]*

   (b) Disciplinary Core Courses (7 courses; 42 credits): (i) *IIMT2601* Management Information Systems + (ii) *IIMT2602* Business Programming + (iii) *IIMT2641* Introduction to Business Analytics + (iv) *IIMT3601* Database Management + (v) *IIMT3635* Operations Management + (vi) *IIMT3636* Decision and Risk Analysis I + (vii) *MGMT2401* Principles of Management

   (c) BA Disciplinary Electives (4 courses; 24 credits): Students should complete four BA disciplinary electives (24 credits), two courses (12 credits) each from List A and List B. Please refer to Attachment I for the list of BA disciplinary electives.

   (d) Capstone Course (1 course; 6 credits): *IIMT4602* Digital Innovation

3. **Free Electives (15 courses; 90 credits)**

   Free electives are courses in any disciplines except Common Core and Chinese Language Enhancement courses. Students may utilise the 90 credits of free electives to fulfil an optional second major and/or minor(s).

   [Note: Students can declare an optional second major/minor(s) via SIS starting from the preliminary course enrolment period in Year 2. Major/minor declaration is to be finalised by the end of the add/drop period in Semester 1 of Year 4.]

The BBA(BA) degree regulations and syllabus, course descriptions, and course outlines are downloadable from the School website (https://ug.hkubs.hku.hk). For enquiries regarding the BBA(BA) curriculum, please contact the Faculty Office by email to fbe.undergrad@hku.hk. It is important that you state your full name, university number, curriculum, and year of study in the email.

Last updated on July 29, 2022

BA Disciplinary Electives

List A (Analytics Techniques)

Course Code	Course Title	Year of Study	Credits
IIMT3641	Introduction to Financial Analytics	3 or 4	6
IIMT3642	Managing and Mining Big Data	3 or 4	6
IIMT3688	Artificial Intelligence in Business	3 or 4	6

List B (Business Applications)

Course Code	Course Title	Year of Study	Credits
IIMT3603	Project Management	3 or 4	6
IIMT3643	Data Visualization and Visual Analytics	3 or 4	6
IIMT3684	Web and Social Media Technology	3 or 4	6

(*Note: The courses listed above may not be offered every year.)

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