

**SYLLABUS FOR THE DUAL DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION [BBA] AT THE UNIVERSITY OF HONG KONG [HKU] AND BACHLEOR OF COMMERCE [BCOM] AT THE UNIVERSITY OF BRITISH COLUMBIA [UBC]**

This syllabus applies to candidates admitted to the first year of study of the 4-year HKU-UBC Dual Bachelor’s Degree in Business Administration and Commerce in the academic year 2021-22.

- Candidates must enroll and attempt examination in not fewer than an equivalence of 290 credits of courses at HKU and UBC in accordance with the regulations and the syllabuses and the syllabuses as set out below. Of all the credits completed at HKU and UBC, not fewer than an equivalence of 240 credits of courses should be completed for fulfilment of the following HKU BBA curriculum requirements:

| HKU BBA Curriculum Requirements |   | Credits |
|---------------------------------|---|---------|
| A.                              | UG 5 Requirements [42 credits]  |         |
|                                 | Languages*  | 18      |
|                                 | HKU Common Core Curriculum*   | 24      |
|                                 | Non-credit bearing courses as required by the University*   | 0       |
| B.                              | BBA Major [78 credits]  |         |
|                                 | Faculty Core Courses  | 24      |
|                                 | Disciplinary Core Courses / Disciplinary Electives  | 48      |
|                                 | Capstone Course*  | 6       |
| C.                              | Free Electives<br>(Note: Candidates may utilize these credits of free electives for optional Major(s) and/or Minor(s) offered at HKU and/or UBC.) | 120     |
| Total Credit Requirements:      |   | 240     |

- Candidates are required to complete one of the following HKU BBA Majors: (1) Entrepreneurship, Design and Innovation (EDI)\*, (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing. Please refer to the Syllabus for the Degree of Bachelor of Business Administration for details of the programme requirements of individual Majors offered under the BBA curriculum at HKU.
- Candidates are required to complete one of the following UBC Primary Options: (1) Accounting, (2) Business Technology Management, (3) Entrepreneurship, (4) Finance, (5) General Business Management, (6) Marketing, (7) Operations and Logistics, (8) Organizational Behaviour and Human Resources, or (9) Real Estate, which is part of the curriculum requirements of BCom at UBC. Please consult UBC about the detailed requirements of individual Primary Options offered under the BCom curriculum at UBC.
- There is no impermissible combination of any Major offered under the BBA curriculum at HKU and Primary Option offered under the BCom curriculum at UBC.
- To fulfill the graduation requirement of the HKU BBA 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 at HKU and UBC 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 (24 credits), and successful completion of a capstone experience and any other non-credit bearing courses as required by the University.
- 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 24 credits, comprising one course 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.
- The courses listed in the syllabus will not necessarily be offered every year.
- 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.
9. Candidates should take courses in the year of study indicated in the syllabus.

\* Candidates must undergo a selection process arranged by the Programme Director.

## Curriculum Structure

### **FIRST YEAR: HKU [72-78 credits]**

| <i>Course Code</i>  | <i>Course Title</i>                                       | <i>Credits</i> |
|---|---|----------------|
| CAES1000 <sup>1</sup>   | Core University English*                                  | 6              |
| CAES9920  | Academic Communication for Business and Economics*        | 6              |
| CCXXxxxx  | 4 Common Core courses in four different Areas of Inquiry* | 24             |
| ECON1280 <i>or</i>  | Analysis of Economic Data <i>or</i>                       | 6              |
| STAT1602 <i>or</i>  | Business Statistics <i>or</i>                             |                |
| STAT1603  | Introductory Statistics                                   |                |
| MATH1009 <sup>3</sup>   | Basic Mathematics for Business and Economics              | 6              |
| MATH1013  | University Mathematics II                                 | 6              |
| ECON1210  | Introductory Microeconomics                               | 6              |
| ECON1220  | Introductory Macroeconomics                               | 6              |
| MGMT2401  | Principles of Management                                  | 6              |
| <i>Students pursuing a Major in Information Systems and Analytics at HKU should also take the following course:</i> |   |                |
| IIMT2641  | Introduction to Business Analytics                        | 6              |

### **SECOND YEAR: UBC [equivalent to 74 credits]**

| <i>Course Title</i>                            | <i>Credits</i> |
|--|----------------|
| Career Fundamentals                            | 2              |
| Managing the Employment Relationship           | 6              |
| Logistics and Operations Management            | 6              |
| Introduction to Management Information Systems | 6              |
| Introduction to Quantitative Decision Making   | 6              |
| Management and Organizational Behaviour        | 6              |
| Financial Accounting                           | 6              |
| Managerial Accounting                          | 6              |
| Managerial Economics                           | 6              |
| Introduction to Marketing                      | 6              |
| Introduction to Finance                        | 6              |
| UBC Electives <sup>4</sup>                     | 12             |

### **THIRD YEAR: UBC [equivalent to 72 credits]**

| <i>Course Title</i>                  | <i>Credits</i> |
|--------------------------------------|----------------|
| Business Writing                     | 6              |
| Commercial Law                       | 6              |
| Environment, Society, and Government | 6              |
| Business Communications              | 6              |
| UBC Option Core courses <sup>4</sup> | 24-30          |
| UBC Electives <sup>4</sup>           | 18-24          |

**FOURTH YEAR: HKU [66-72 credits]***For students pursuing a Major in Entrepreneurship, Design and Innovation at HKU (72 credits):*

| <i>Course Code</i>   | <i>Course Title</i>  | <i>Credits</i> |
|--|--|----------------|
| CBBA9001 <sup>2</sup> <i>or</i>  | Practical Chinese for BBA/BBA(Acc&Fin) Students* <i>or</i> | 6              |
| CUND9002 <sup>2</sup> <i>or</i>  | Practical Chinese and Hong Kong Society <i>or</i>          |                |
| CUND9003 <sup>2</sup>  | Cantonese for Non-Cantonese Speaking Students              |                |
| IIMT3623   | Design Thinking: Concepts and Applications                 | 6              |
| STRA4701   | Strategic Management                                       | 6              |
| IIMT3624   | Design Studio* (Capstone course)                           | 6              |
| <b><i>Disciplinary Electives – complete three of the following courses, at least one of them must be IIMT3627 or IIMT3682:</i></b> |  |                |
| BUSI1807   | Business Consulting Practicum                              | 18             |
| IIMT3621   | Creativity and Business Innovation                         |                |
| IIMT3626   | Values-driven Innovation                                   |                |
| IIMT3627   | Venture and Entrepreneurship Management                    |                |
| IIMT3682   | IT and Entrepreneurship                                    |                |
| XXXXxxxx   | Free Electives   | 30             |

*For students pursuing a Major in Finance at HKU (72 credits):*

| <i>Course Code</i>              | <i>Course Title</i>  | <i>Credits</i> |
|---------------------------------|--|----------------|
| CBBA9001 <sup>2</sup> <i>or</i> | Practical Chinese for BBA/BBA(Acc&Fin) Students* <i>or</i> | 6              |
| CUND9002 <sup>2</sup> <i>or</i> | Practical Chinese and Hong Kong Society <i>or</i>          |                |
| CUND9003 <sup>2</sup>           | Cantonese for Non-Cantonese Speaking Students              |                |
| ECON2280                        | Introductory Econometrics                                  | 6              |
| FINA2320                        | Investments and Portfolio Analysis                         | 6              |
| FINA2322                        | Derivatives  | 6              |
| ECON4200                        | Senior Seminar in Economics and Finance* (Capstone course) | 6              |
| FINAxxxx                        | Finance Disciplinary Electives                             | 12             |
| STRA4701                        | Strategic Management                                       | 6              |
| XXXXxxxx                        | Free Electives   | 24             |

*For students pursuing a Major in Human Resource Management at HKU (72 credits):*

| <i>Course Code</i>  | <i>Course Title</i>  | <i>Credits</i> |
|---|--|----------------|
| CBBA9001 <sup>2</sup> <i>or</i>   | Practical Chinese for BBA/BBA(Acc&Fin) Students* <i>or</i> | 6              |
| CUND9002 <sup>2</sup> <i>or</i>   | Practical Chinese and Hong Kong Society <i>or</i>          |                |
| CUND9003 <sup>2</sup>   | Cantonese for Non-Cantonese Speaking Students              |                |
| STRA4701  | Strategic Management* (Capstone course)                    | 6              |
| <b><i>Disciplinary Electives – complete three of the following courses:</i></b> |  |                |
| MGMT3403  | Leadership   | 18             |
| MGMT3404  | Cross-cultural Management                                  |                |
| MGMT3415  | Principles of Entrepreneurship                             |                |
| MGMT3416  | Storytelling: Global Business Communication                |                |
| MGMT3417  | The European Business Environment                          |                |
| MGMT3429  | Strategic Human Resources Management                       |                |
| MGMT3475  | Current Topics in Human Resource Management                |                |
| MGMT3476  | Managing Organizational Change                             |                |
| XXXXxxxx  | Free Electives   | 42             |

For students pursuing a Major in Information Systems and Analytics at HKU (66 credits):

| Course Code                     | Course Title   | Credits |
|---------------------------------|--|---------|
| CBBA9001 <sup>2</sup> <i>or</i> | Practical Chinese for BBA/BBA(Acc&Fin) Students* <i>or</i> | 6       |
| CUND9002 <sup>2</sup> <i>or</i> | Practical Chinese and Hong Kong Society <i>or</i>          |         |
| CUND9003 <sup>2</sup>           | Cantonese for Non-Cantonese Speaking Students              |         |
| IIMT3601 <i>or</i>              | Database Management <i>or</i>                              | 6       |
| COMP3278                        | Introduction to Database Management Systems                |         |
| IIMT3602 <i>or</i>              | Information Systems Analysis and Design <i>or</i>          | 6       |
| COMP3297                        | Software Engineering                                       |         |
| IIMT3603                        | Project Management   | 6       |
| IIMT3642                        | Managing and Mining Big Data                               | 6       |
| IIMT4601                        | Information Systems Project Management* (Capstone course)  | 6       |
| IIMT4602                        | Digital Innovation   | 6       |
| STRA4701                        | Strategic Management                                       | 6       |
| XXXXxxxx                        | Free Electives   | 18      |

For students pursuing a Major in Marketing at HKU (72 credits):

| Course Code   | Course Title   | Credits |
|---|--|---------|
| CBBA9001 <sup>2</sup> <i>or</i>   | Practical Chinese for BBA/BBA(Acc&Fin) Students* <i>or</i> | 6       |
| CUND9002 <sup>2</sup> <i>or</i>   | Practical Chinese and Hong Kong Society <i>or</i>          |         |
| CUND9003 <sup>2</sup>   | Cantonese for Non-Cantonese Speaking Students              |         |
| MKTG3501  | Consumer Behaviour   | 6       |
| MKTG3502  | Marketing Research   | 6       |
| MKTG3524  | Digital Marketing  | 6       |
| MKTG3531  | Strategic Marketing Management* (Capstone course)          | 6       |
| STRA4701  | Strategic Management                                       | 6       |
| <b>Disciplinary Electives – complete three of the following courses, two from List A and one from List B:</b> |  |         |
| <i>List A (Marketing Strategy) – choose two of the following:</i>   |  |         |
| MKTG3511  | Advertising Management                                     | 12      |
| MKTG3512  | Brand Management   |         |
| MKTG3523  | Global Marketing   |         |
| MKTG3525  | Services Marketing   |         |
| MKTG3526  | Innovation and New Product Development                     |         |
| <i>List B (Quantitative Marketing) – choose one of the following:</i>   |  |         |
| MKTG3527  | Pricing Strategies   | 6       |
| MKTG3528  | Marketing Analytics  |         |
| MKTG3529  | Social Media Marketing                                     |         |
| MKTG3530  | Big Data Marketing   |         |
| XXXXxxxx  | Free Electives   | 18      |

**FIRST/SECOND/THIRD/FOURTH YEAR [0 credits]**

| Course Code | Course Title  | Credits |
|-------------|---|---------|
| XXXXxxxx    | Non-credit bearing courses as required by the University* | 0       |

Notes:

- 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*.
- Putonghua-speaking students 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 of Business and Economics 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.

3. Candidates who have achieved Level 5 or above in Extended Module 1 or 2 of Mathematics in the Hong Kong Diploma of Secondary Education are exempted from MATH1009 and should take an elective course in lieu.
4. Candidates may apply to the Board of the Faculty of Business and Economics to transfer the credits obtained from a UBC Option Core course or a UBC Elective which is assessed as equivalent to a specific HKU course to their HKU BBA studies for fulfilment of a specific Major/Minor programme requirement at HKU as appropriate. If approval is so granted, candidates shall take an equivalent number of credits of free electives at HKU in lieu, unless otherwise permitted by the Board of the Faculty of Business and Economics. Candidates may utilize these credits of free electives for optional Major(s) and/or Minor(s) at HKU.