SYLLABUS FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING DATA ANALYTICS
[BBA(ADA)]

This syllabus applies to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2024-25 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. 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
   - Non-credit bearing courses as required by the University*   0 credits

   Professional Core in Accounting Data Analytics [156 credits]
   - Disciplinary core courses   144 credits
   - Disciplinary electives   12 credits

   Free Electives [30 credits]   30 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 and any other non-credit bearing courses as required by the University.

3. 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.

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 typically 2 hours in length. Final grading is normally determined by performance in the final examination (30-50%) and coursework assessment (50-70%), except for courses with a final project/final paper which are 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#	Core University English*	1	6
CAES9920	Academic communication for business and economics*	2	6
CBBA9001^ *or*	Practical Chinese for BBA/BBA(Acc&Fin) students* *or*	3	
CUNDxxxx^	Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students	1 or 2 or 3	6

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*.

^ Candidates are required to successfully complete the 6-credit "CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) students", except for
   (a) non-local Putonghua/Mandarin-speaking candidates who should take a 6-credit Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students (i.e. CUNDxxxx course); and
   (b) candidates who have not studied 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
       (i) take a 6-credit Cantonese or Putonghua language course offered by the School of Chinese especially for international and exchange students; or
       (ii) take an elective course in lieu.

(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

(c) Non-credit bearing courses as required by the University* [0 credits]

Course code	Course title	Year of study	Credits
XXXXxxxx	Non-credit bearing courses as required by the University*	1 or 2 or 3 or 4	0

2. **Professional Core in Accounting Data Analytics [156 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 requirement – choose one of the following:			
ECON1280 *or*	Analysis of economic data *or*	1	6
IIMT1640 *or*	Probability and statistics for business *or*		
STAT1602 *or*	Business statistics *or*		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core courses – complete all of the following courses:			
IIMT2602 *or*	Business programming *or*	1	6
COMP1117	Computer programming		
ACCT2102	Intermediate financial accounting I	2	6
ACCT2105	Introduction to management accounting	2	6

Course code	Course title	Year of study	Credits
BUSI3801	Business law	2	6
IIMT2641	Introduction to business analytics	2	6
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
ACCT3103	Intermediate financial accounting II	3	6
ACCT3106	Management control	3	6
ACCT3107	Hong Kong taxation	3	6
BUSI3803	Company law	3	6
IIMT3636	Decision and risk analysis I	3	6
ECON1220	Introductory macroeconomics	3 or 4	6
FINA2320	Investments and portfolio analysis	3 or 4	6
IIMT3642	Managing and mining big data	3 or 4	6
IIMT3686	Information systems audit and control	3 or 4	6
ACCT3109	Auditing	4	6
ACCT4101	Seminar in accounting data analytics* (Capstone course)	4	6
ACCT4104	Advanced financial accounting	4	6
Disciplinary Electives – complete two of the following courses:			
COMP2113	Programming technologies	2 or 3	
COMP2119	Introduction to data structures and algorithms	2 or 3	
IIMT3601 *or*	Database management *or*	2 or 3 or 4	
COMP3278	Introduction to database management system		
IIMT3602 *or*	Information systems analysis and design *or*	2 or 3 or 4	
COMP3297	Software engineering		
COMP3320	Electronic commerce technology	2 or 3 or 4	12
COMP3355	Cyber security	2 or 3 or 4	
IIMT3603	Project management	3 or 4	
IIMT3641	Introduction to financial analytics	3 or 4	
IIMT3643	Data visualization and visual analytics	3 or 4	
IIMT3688 *or*	Artificial intelligence in business *or*	3 or 4	
COMP3270	Artificial intelligence		

3. **Free Electives [30 credits]** – any courses except Common Core courses

REFERENCE TABLE

Year	Lang.	Common Core	Professional Core in Accounting Data Analytics	Free Electives	Total
I	6 credits	24 credits	24 credits	6 credits	60 credits
II	6 credits	12 credits	42 credits	-	60 credits
III	6 credits	-	48 credits	6 credits	60 credits
IV	-	-	42 credits	18 credits	60 credits
Total	18 credits	36 credits	156 credits	30 credits	240 credits