

**SYLLABUSES FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION [BBA] IN CONJUNCTION WITH THE  
DEGREE OF BACHELOR OF ENGINEERING [BENG]/BACHELOR OF ENGINEERING IN  
BIOMEDICAL ENGINEERING [BENG(BME)]**

These syllabuses apply to BEng/BEng(BME) graduates admitted to the one-year BBA curriculum in the academic year 2024-2025 and thereafter.

1. The courses listed 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.
2. 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 examination (30-50%) and coursework assessment (50-70%), except for courses with a final project/final paper which are assessed by 100% coursework.

**YEAR FIVE**

To complete the curriculum, candidates must successfully complete all courses listed as follows:

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
CAES9920	Academic communication for business and economics students	6
BUSI3801	Business law	6
Choose one of the following courses <sup>1</sup> :		
ECON1220	Introductory macroeconomics <i>or</i>	6
IIMT3635	Operations management <i>or</i>	
IIMT3636	Decision and risk analysis I	
XXXXxxxx	Disciplinary core courses/disciplinary electives for declared Major	18
XXXXxxxx	Capstone course for declared Major	6
XXXXxxxx	Global electives	12
XXXXxxxx	FBE electives	6

**A. BEng/BBA (Major in Entrepreneurship, Design and Innovation)<sup>2</sup>**

**1. Disciplinary Core Courses/Disciplinary Electives**

Candidates are required to complete 48 credits of disciplinary core courses/disciplinary electives under the BEng/BEng(BME) and BBA curricula, 30 credits must be completed within the BEng/BEng(BME) curriculum and the remaining 18 credits shall be completed in the BBA curriculum:

<b>Course code</b>	<b>Course title</b>	<b>Credits</b>
<b><i>Disciplinary Core Courses – complete all of the following courses (30 credits):</i></b>		
IIMT2601	Management information systems	6
MGMT2401	Principles of management	6
MKTG2501	Introduction to marketing	6
IIMT3623	Design thinking: concepts and applications	6
STRA4701	Strategic management	6
<b><i>Disciplinary Electives – complete three of the following courses, at least one of them must be IIMT3627 or IIMT3682 (18 credits):</i></b>		
BUSI1807	Business consulting practicum	6

Course code	Course title	Credits
IIMT3621	Creativity and business innovation	6
IIMT3626	Values-driven innovation	6
IIMT3627	Venture and entrepreneurship management	6
IIMT3682	IT and entrepreneurship	6
IIMT3689	Cloud computing: essential and application in entrepreneurship	6

2. Capstone Course

Course code	Course title	Credits
IIMT3624	Design studio	6

**B. BEng/BBA (Major in Finance)**

1. Disciplinary Core Courses/Disciplinary Electives

Candidates are required to complete 48 credits of disciplinary core courses/disciplinary electives under the BEng/BEng(BME) and BBA curricula, 30 credits must be completed within the BEng/BEng(BME) curriculum and the remaining 18 credits shall be completed in the BBA curriculum:

Course code	Course title	Credits
<b><i>Disciplinary Core Courses – complete all of the following courses (30 credits):</i></b>		
ECON1220	Introductory macroeconomics	6
MATH1009 <sup>3</sup> <i>or</i>	Basic mathematics for business and economics <i>or</i>	6
MATH1013 <sup>3</sup>	University mathematics II	
ECON2280	Introductory econometrics	6
FINA2320	Investments and portfolio analysis	6
FINA2322	Derivatives	6
<b><i>Disciplinary Electives (18 credits):</i></b>		
IIMT2601 <i>or</i>	Management information systems <i>or</i>	6
MGMT2401 <i>or</i>	Principles of management <i>or</i>	
MKTG2501	Introduction to marketing	
FINAxxxx	Finance disciplinary electives	12

2. Capstone Course

Course code	Course title	Credits
ECON4200	Senior seminar in economics and finance	6

**C. BEng/BBA (Major in Human Resource Management)**

1. Disciplinary Core Courses/Disciplinary Electives

Candidates are required to complete 48 credits of disciplinary core courses/disciplinary electives under the BEng/BEng(BME) and BBA curricula, 30 credits must be completed within the BEng/BEng(BME) curriculum and the remaining 18 credits shall be completed in the BBA curriculum:

Course code	Course title	Credits
<b><i>Disciplinary Core Courses – complete all of the following courses (24 credits):</i></b>		
IIMT2601	Management information systems	6
MGMT2401	Principles of management	6

Course code	Course title	Credits
MKTG2501	Introduction to marketing	6
MGMT3405	Organizational behaviour	6
<b><i>Disciplinary Electives – complete four of the following courses (24 credits):</i></b>		
MGMT3403	Leadership	6
MGMT3404	Cross-cultural management	6
MGMT3415	Principles of entrepreneurship	6
MGMT3416	Storytelling: global business communication	6
MGMT3429	Strategic human resources management	6
MGMT3434	Human resource: theory and practice	6
MGMT3475	Current topics in human resource management	6
MGMT3476	Managing organizational change	6

2. Capstone Course

Course code	Course title	Credits
STRA4701	Strategic management	6

**D. BEng/BBA (Major in Information Systems and Analytics)<sup>4</sup>**

1. Disciplinary Core Courses

Candidates are required to complete 48 credits of disciplinary core courses under the BEng/BEng(BME) and BBA curricula, 30 credits must be completed within the BEng/BEng(BME) curriculum and the remaining 18 credits shall be completed in the BBA curriculum:

Course code	Course title	Credits
<b><i>Disciplinary Core Courses – complete all of the following courses (48 credits)</i></b>		
IIMT2641	Introduction to business analytics	6
IIMT2601	Management information systems	6
MGMT2401	Principles of management	6
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
IIMT4602	Digital innovation	6

2. Capstone Course

Course code	Course title	Credits
IIMT4601	Information systems project management	6

**E. BEng/BBA (Major in Marketing)**

1. Disciplinary Core Courses/Disciplinary Electives

Candidates are required to complete 48 credits of disciplinary core courses/disciplinary electives under the BEng/BEng(BME) and BBA curricula, 30 credits must be completed within the BEng/BEng(BME) curriculum and the remaining 18 credits shall be completed in the BBA curriculum:

Course code	Course title	Credits
<b>Disciplinary Core Courses – complete all of the following courses (30 credits):</b>		
MKTG2501	Introduction to marketing	6
MGMT2401	Principles of management	6
MKTG3501	Consumer behavior	6
MKTG3502	Marketing research	6
MKTG3524	Digital marketing	6
<b>Disciplinary Electives – complete three of the following courses, two from List A and one from List B (18 credits):</b>		
<i>List A (Marketing Strategy) – choose two of the following:</i>		
MKTG3511	Advertising management	6
MKTG3512	Brand management	6
MKTG3523	Global marketing	6
MKTG3525	Services marketing	6
MKTG3526	Innovation and new product development	6
<i>List B (Quantitative Marketing) – choose one of the following:</i>		
MKTG3527	Pricing strategies	6
MKTG3528	Marketing analytics	6
MKTG3529	Social media marketing	6
MKTG3530	Big data marketing	6
MKTG3532	Platform business models and the sharing economy	6

## 2. Capstone Course

Course code	Course title	Credits
MKTG3531	Strategic marketing management	6

## F. **Global electives**

Candidates are required to complete 12 credits from the following list of courses:

Course code	Course title	Credits
ECON2249	Foreign trade and investment in China	6
ECON2252	Theory of international trade	6
ECON2253	International macroeconomics	6
ECON2264	Political economy of development in China	6
FINA2383	International financial management	6
MKTG3523	Global marketing	6
POLI3019	Hong Kong and the world	6
POLI3033	Problems of the third world	6
POLI3052	International relations of East Asia	6
POLI3059	China and the world	6
POLI3080	Global political economy	6
POLI3087	Global and world order	6
STRA3702	International business environment	6
STRA3703	Multinational corporations	6

## G. **FBE electives**

Candidates are required to complete 6 credits of electives offered by the Faculty of Business and Economics. In addition, students must satisfy any other requirements stipulated in the University or the Faculty of Business and Economics. Course descriptions are available in the syllabus for the degree of Bachelor of Business Administration.

Notes:

1. Candidates pursuing a major in Finance shall take IIMT3635 or IIMT3636.
2. Candidates must undergo a selection process arranged by the EDI Programme Coordinator.

3. MATH1009 is not open to BEng/BEng(BME) students; and MATH1013 is not for students who have passed MATH1851 Calculus and Ordinary Differential Equations and MATH1853 Linear Algebra, Probability and Statistics, which are both compulsory core courses for BEng/BEng(BME) students. Candidates shall therefore seek endorsement from the Faculty of Business and Economics for taking a 6-credit advanced level finance disciplinary elective as replacement course.
4. Major in Information Systems and Analytics is not open to graduates of BEng in Computer Science.

The degree of Bachelor of Business Administration shall be awarded in five divisions in accordance with item 14 of the Regulations for the Degree of Bachelor of Business Administration Awarded in Conjunction with the Degree of Bachelor of Engineering/Bachelor of Engineering in Biomedical Engineering and UG9 of the Regulations for First Degree Curricula. The determination of degree classification shall be based on the best 240 credits of courses as listed below:

	Year 1 to 4	Year 5
UG5 Requirements (42 credits)	<ul style="list-style-type: none"> <li>• CAES1000 Core University English</li> <li>• CAES95## English in the Discipline course for respective BEng curriculum</li> <li>• CENG9001 Practical Chinese for Engineering students</li> <li>• HKU Common Core courses (the best 24 credits, and one from each of the four Areas of Inquiry)</li> <li>• Non-credit bearing courses as required by the University</li> </ul>	
BEng/BBA Core Courses (42 credits)	<ul style="list-style-type: none"> <li>• ACCT1101 Introduction to financial accounting</li> <li>• ACCT2105 Introduction to management accounting</li> <li>• ECON1210 Introductory microeconomics</li> <li>• FINA1310 Corporate finance</li> </ul>	<ul style="list-style-type: none"> <li>• CAES9920 Academic communication for business and economics students</li> <li>• BUSI3801 Business law</li> <li>• ECON1220 Introductory macroeconomics <i>or</i> IIMT3635 Operations management <i>or</i> IIMT3636 Decision and risk analysis I</li> </ul>
Capstone Course for declared Major (6 credits)		<ul style="list-style-type: none"> <li>• IIMT3624 Design Studio (for Major in Entrepreneurship, Design and Innovation (EDI)) <i>or</i> ECON4200 Senior Seminar in Economics and Finance (for Major in Finance) <i>or</i> STRA4701 Strategic management (for Major in Human Resource Management (HRM)) <i>or</i> IIMT4601 Information Systems Project Management (for Major in Information Systems and Analytics (ISA)) <i>or</i> MKTG3531 Strategic Marketing Management (for Major in Marketing)</li> </ul>

	Year 1 to 4	Year 5
Disciplinary Core Courses/ Disciplinary Electives for declared Major (48 credits)	<ul style="list-style-type: none"> <li>30 credits of disciplinary core courses/disciplinary electives from the list of courses for major in Entrepreneurship, Design and Innovation (EDI), Finance, Human Resource Management (HRM), Information Systems and Analytics (ISA), or Marketing as prescribed in the BBA syllabus</li> </ul>	<ul style="list-style-type: none"> <li>18 credits of disciplinary core courses/disciplinary electives from the list of courses for major in Entrepreneurship, Design and Innovation (EDI), Finance, Human Resource Management (HRM), Information Systems and Analytics (ISA), or Marketing as prescribed in the BBA syllabus</li> </ul>
Advanced Level Courses (84 credits)	<ul style="list-style-type: none"> <li>the best 84 credits of advanced level courses in the first degree BEng/BEng(BME)</li> </ul>	
Global Elective Courses (12 credits)		<ul style="list-style-type: none"> <li>12 credits of global elective courses from the list as prescribed in the BBA syllabus</li> </ul>
FBE Elective Courses (6 credits)		<ul style="list-style-type: none"> <li>6 credits of elective courses offered by the Faculty of Business and Economics</li> </ul> <p><b>(Any credits in excess of final-year requirements completed under the BBA degree must be included and counted towards the honours classification)</b></p>

## FINANCE DISCIPLINARY ELECTIVES

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
ACCT3114	Valuation using financial statements	6
FINA2311	Case studies in corporate finance	6
FINA2312	Advanced corporate finance	6
FINA2330	Financial markets and institutions	6
FINA2331	Management of commercial banks	6
FINA2332	International banking	6
FINA2334	Banking – strategies, operations and controls	6
FINA2342	Insurance: theory and practice	6
FINA2343	Lending and credit in private banking and corporate banking (1)	6
FINA2344	Lending and credit in private banking and corporate banking (2)	6
FINA2382	Real estate finance	6
FINA2383	International financial management	6
FINA2385	ESG in business and finance	6
FINA2386	Social network analysis in finance	6
FINA2390	Financial programming and databases	6
FINA3316	Investment banking: valuation, LBOs, and M&A	6
FINA3317	Entrepreneurial finance	6
FINA3318	China's financial system and markets	6
FINA3319	Green finance and impact investing	6
FINA3322	Credit risk	6
FINA3323	Fixed income securities	6
FINA3324	Interest rate models	6
FINA3325	Alternative investments	6
FINA3326	Equity valuation and investment management	6
FINA3327	Hedge funds: strategies, business management, and institutions	6
FINA3334	Private banking and wealth management	6
FINA3335	Current issues in asset management and private banking industry	6
FINA3336	Institutional investment consulting and family office	6
FINA3337	Venture capital and private equity	6
FINA3338	Multi-asset investing	6
FINA3340	Risk management	6
FINA3350	Mathematical finance	6
FINA3351	Spreadsheet financial modeling	6
FINA3353	Regulatory, operational and valuation issues in finance institutions	6
FINA3360	Financial practicum	6
FINA3381	Behavioural finance	6
FINA3382	Structured finance and securitization	6
FINA3383	Financial regulations and compliance	6
FINA3384	Behavioural and sociological finance	6
FINA3385	Global sustainable investing and ESG integration	6
FINA3386	Digital assets	6
FINA3391	Reading course	6
FINA4341	Quantitative risk management	6
FINA4350	Text analytics and natural language processing in finance and fintech	6
FINA4354	Financial engineering	6
FINA4359	Data analytics, quantitative finance, and blockchain finance	6
FINA4392	Dissertation	12