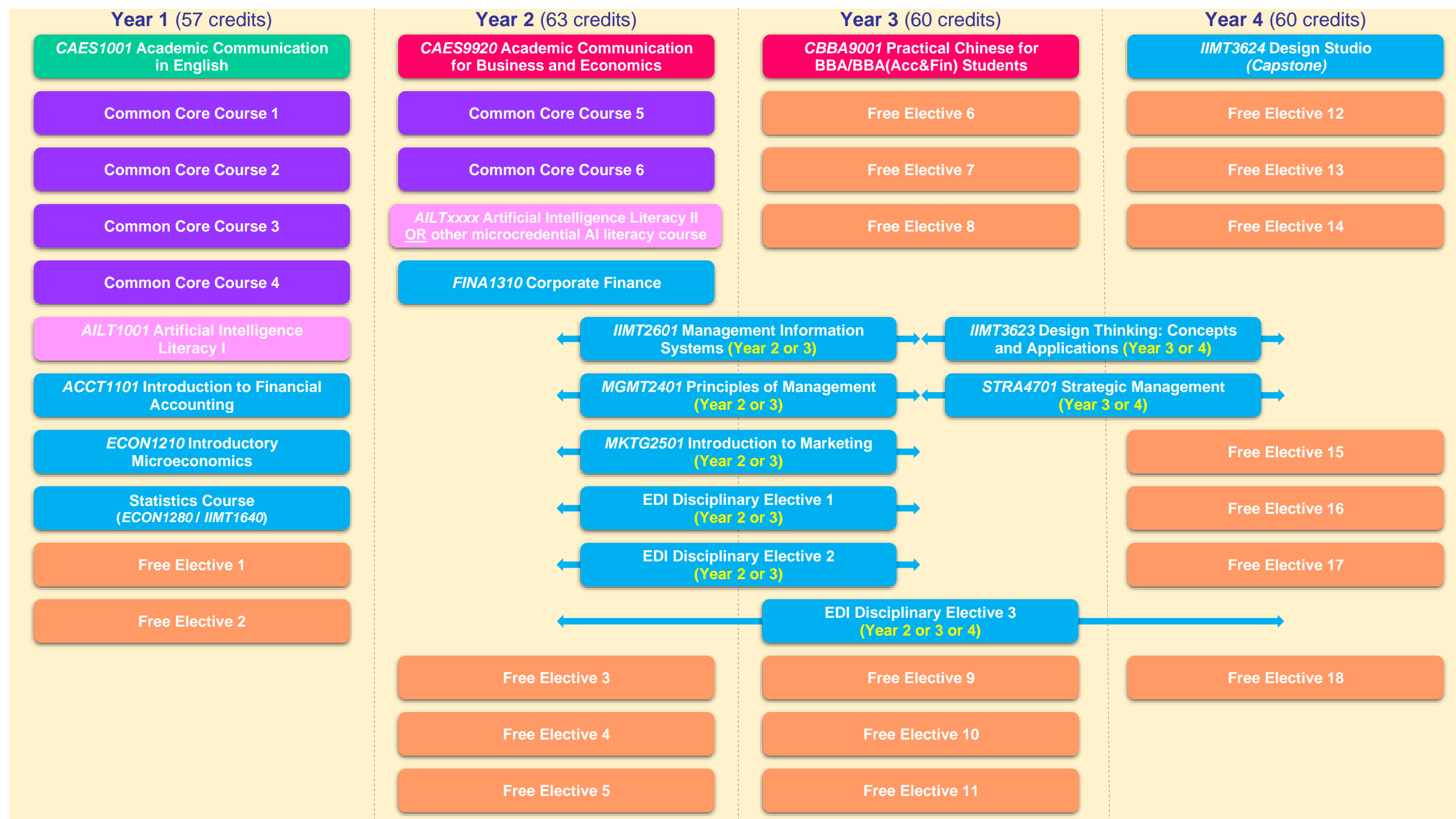


**Major in Entrepreneurship, Design and Innovation (EDI)**



Non-credit Bearing  
Course under UG5

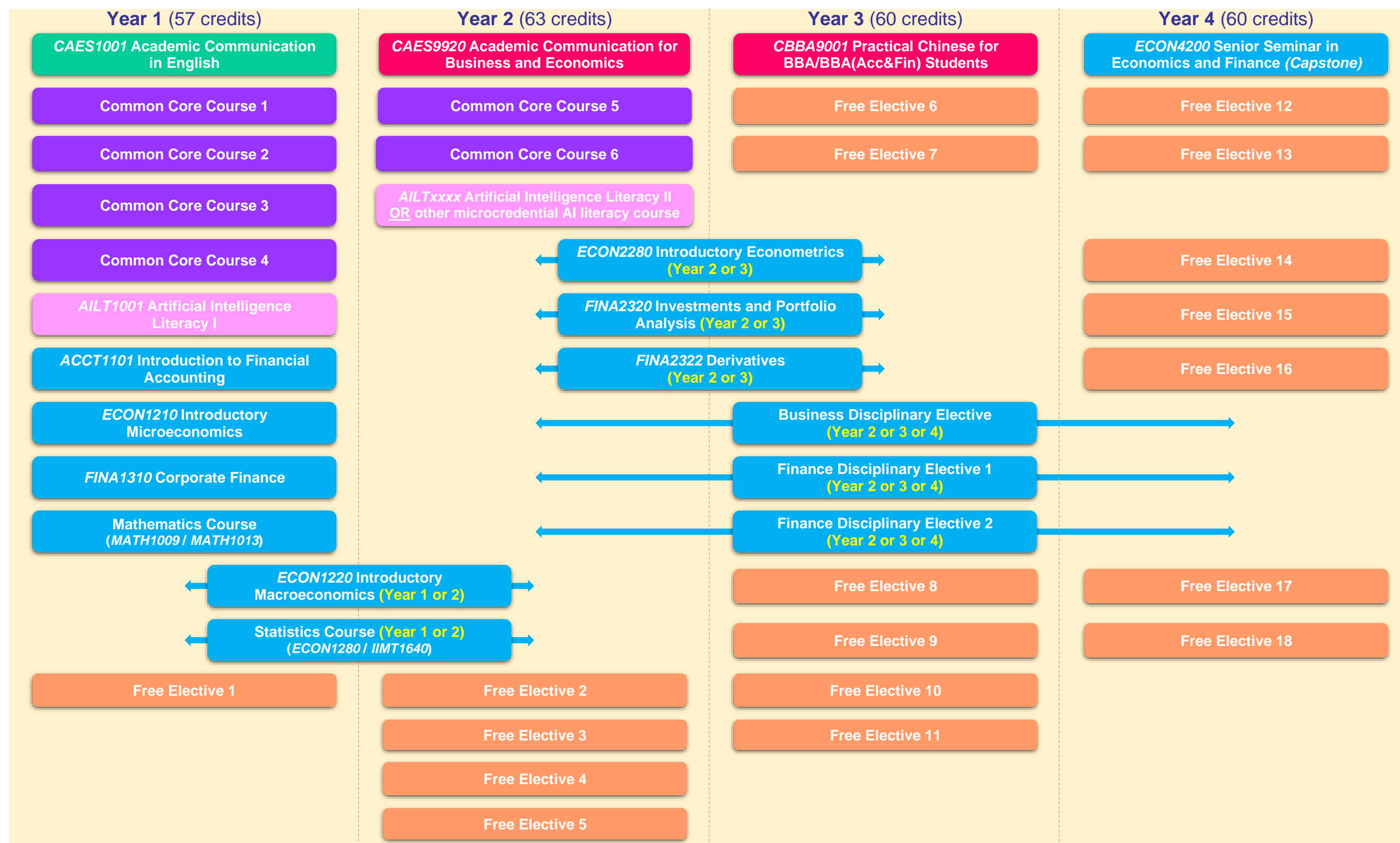
Language Courses  
(2 courses; 12 credits)

Common Core Courses  
(6 courses; 36 credits)

Artificial Intelligence  
Literacy Courses  
(2 courses; 6 credits)

Major in EDI  
(13 courses; 78 credits)

Free Electives  
(18 courses; 108 credits)



Non-credit Bearing Course under UG5

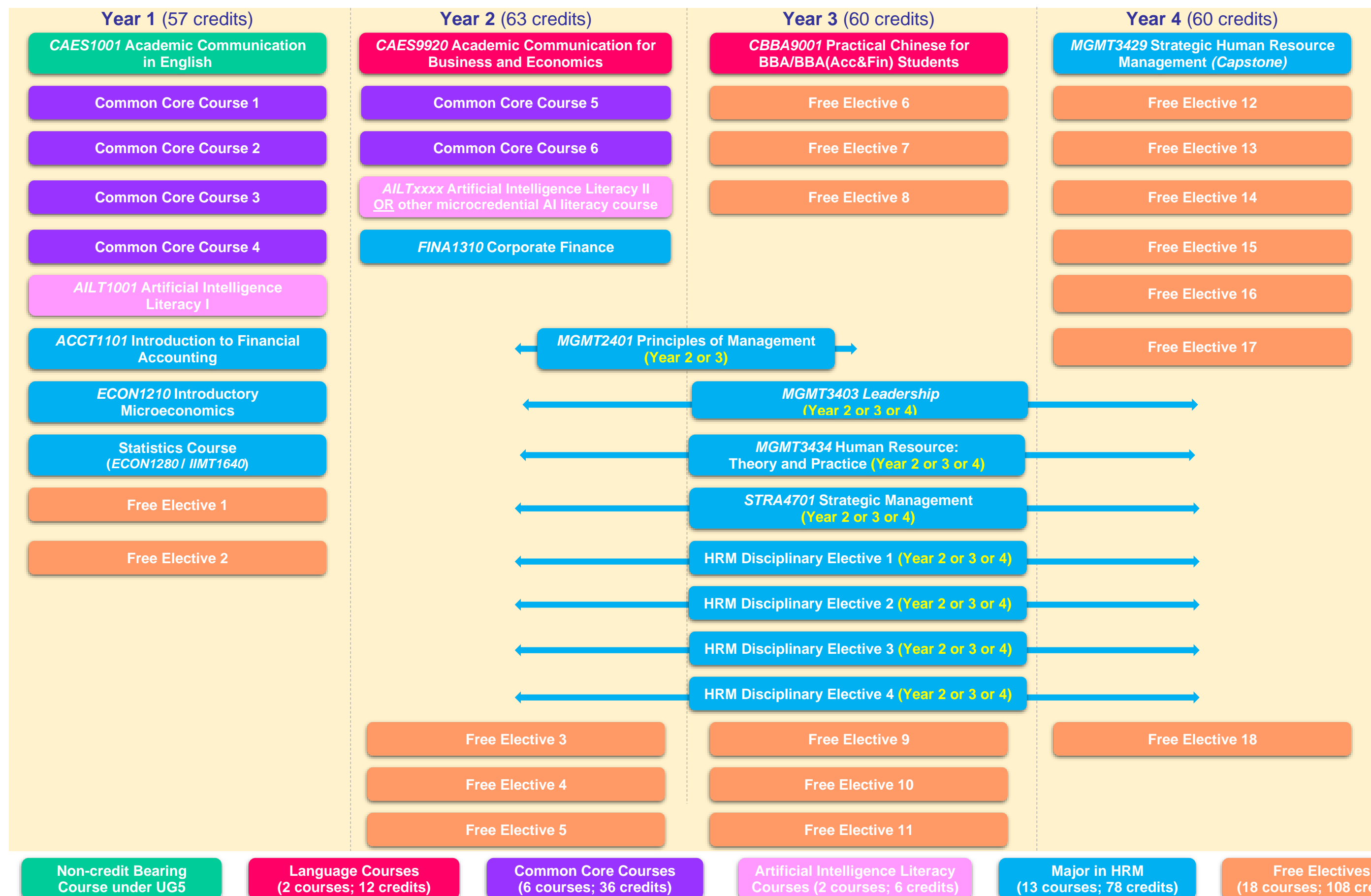
Language Courses (2 courses; 12 credits)

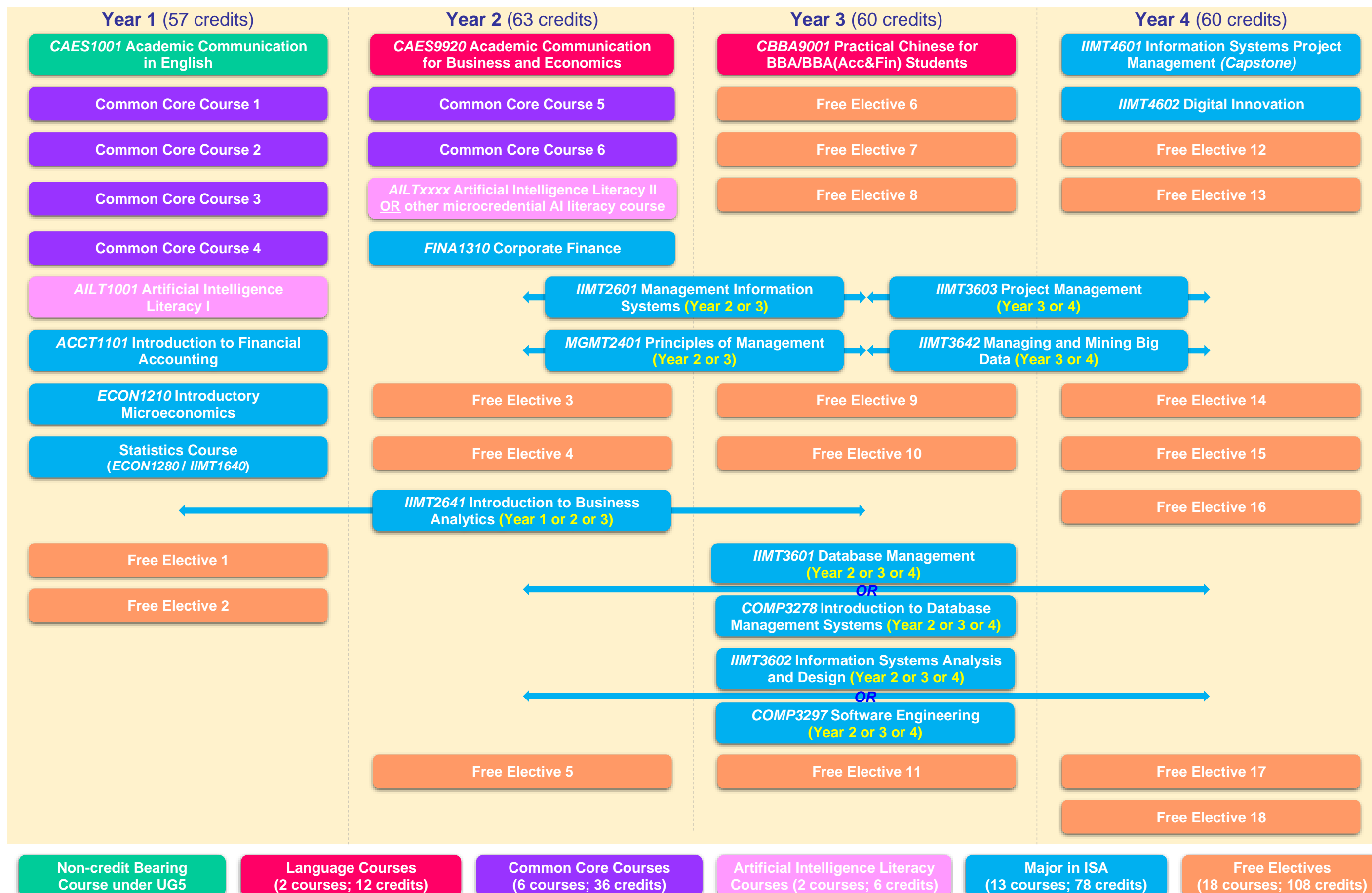
Common Core Courses (6 courses; 36 credits)

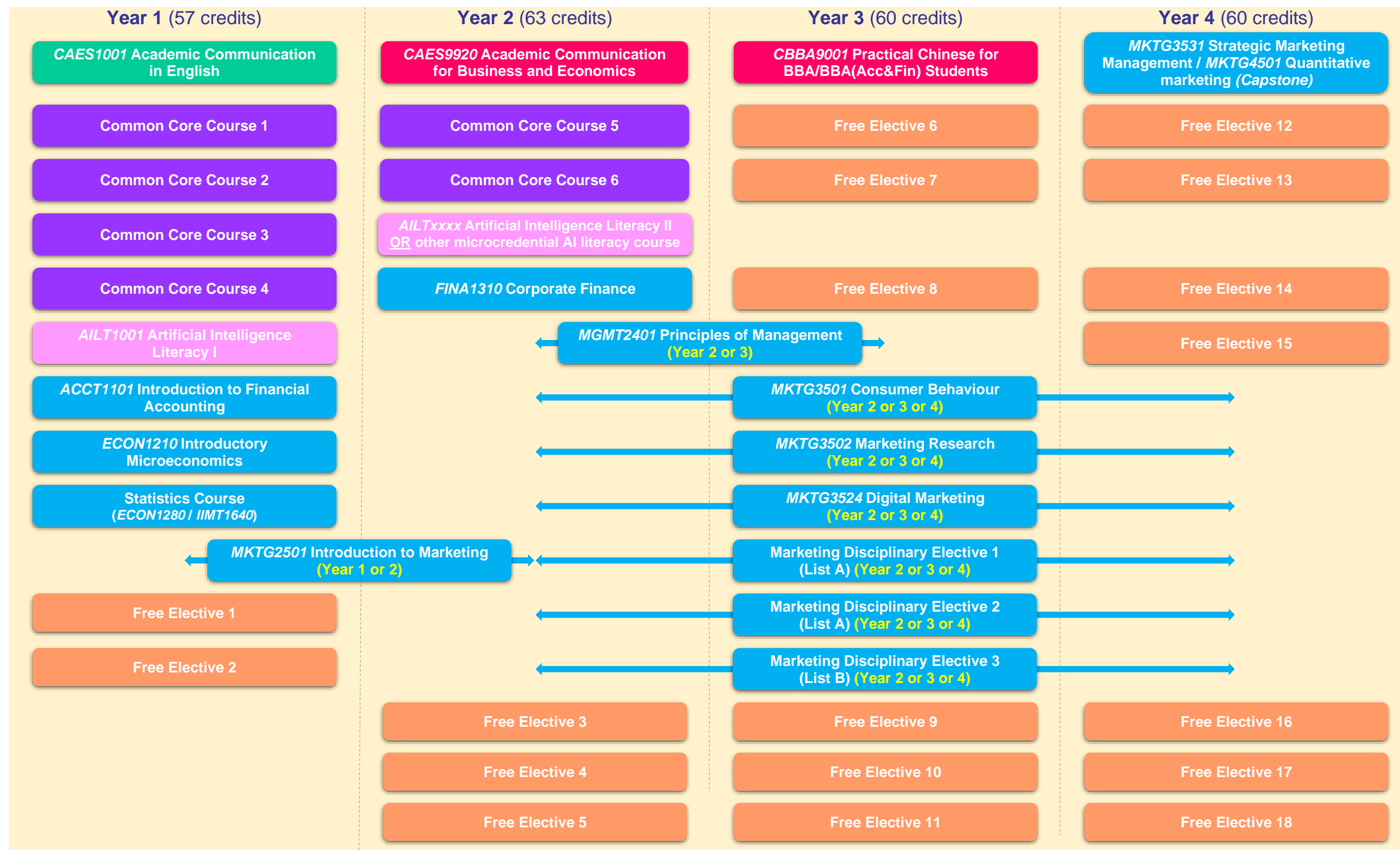
Artificial Intelligence Literacy Courses (2 courses; 6 credits)

Major in Finance (13 courses; 78 credits)

Free Electives (18 courses; 108 credits)







Non-credit Bearing  
Course under UG5

Language Courses  
(2 courses; 12 credits)

Common Core Courses  
(6 courses; 36 credits)

Artificial Intelligence Literacy  
Courses (2 courses; 6 credits)

Major in Marketing  
(13 courses; 78 credits)

Free Electives  
(18 courses; 108 credits)



**Bachelor of Business Administration [BBA] Curriculum Requirements (Total: 240 credits)**  
*(Please refer to the BBA Degree Syllabus of the 2025-2026 intake for details.)*

**1. UG5 Requirements (12 courses; 54 credits)**

(a) Language Courses (2 courses; 12 credits): (i) CAES9920 Academic Communication for Business and Economics + (ii) CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) Students

- Non-local Putonghua/Mandarin-speaking candidates should take a 6-credit Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students (i.e. CUNDxxxx course) in lieu of CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) Students.

Students who did not study Chinese language during their secondary education and have not reached the required proficiency level to take CBBA9001 should write to the Board of the Faculty to apply for exemption from the Chinese language enhancement requirement and take a course in either Chinese language (“CHIN9501 Chinese as a Foreign Language I” or “CHIN9511 Cantonese as a Foreign Language I”) or Chinese culture (“CHIN9521 The Fundamentals of Chinese Characters” or “CHIN9522 Exploration of Major Cultural Themes across Chinese History”) offered by the Chinese Language Centre of the School of Chinese in lieu. To apply for exemption from the Chinese language enhancement 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 36 credits in the Common Core Curriculum, comprising at least 6 credits and not more than 12 credits from each Area of Inquiry (AoI) with not more than 24 credits 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) Artificial Intelligence Literacy Courses (2 courses; 6 credits): (i) AILT1001 Artificial Intelligence Literacy I + (ii) AILTxxxx Artificial Intelligence Literacy II or other microcredential AI Literacy course

Students are highly encouraged to take AILT1001 either in Semester 1 or 2 of Year 1 as it is a prerequisite for taking the second Digital Literacy course required for graduation. Please refer to the AILT1001 website (<https://aitl.cds.hku.hk/>) for more information.

(d) Non-credit Bearing Courses under UG5 (2 courses; 0 credits)

- CAES1001 Academic Communication in English (ACE) is a compulsory course for all undergraduate students. Students must enrol in CAES1001 in either Semester 1 or 2 of Year 1 unless exemption has been granted.  
Students who have achieved Level 5 or above in English Language in HKDSE, or equivalent, in the year of admission (***i.e. 2025, unless otherwise specified below; test result obtained after admission to the University will not be considered***) are exempted from the ACE requirement. To apply for exemption from the ACE requirement, students should complete the online application form at the School website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) by the deadline.
- UGRE1001 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. Please refer to the CEDARS-GE website (<https://www.cedars.hku.hk/ge/ugre1001.html>) for more information.

**2. Compulsory BBA Major**

Students are required to complete one of the following BBA Majors: (1) Entrepreneurship, Design and Innovation (EDI), (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing. They should declare a BBA Major via SIS starting from the preliminary course enrolment period in Year 2. The declaration is to be finalised by the end of the add/drop period in Semester 1 of Year 4.

**2.1 Major in Entrepreneurship, Design and Innovation (EDI) (13 courses; 78 credits) [Note: Candidates must undergo a selection process arranged by the EDI Programme Coordinator.]**

(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 IIMT1640 Probability and Statistics for Business)

- 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.

(b) Disciplinary Core Courses (5 courses; 30 credits): (i) IIMT2601 Management Information Systems + (ii) IIMT3623 Design Thinking: Concepts and Applications + (iii) MGMT2401 Principles of Management + (iv) MKTG2501 Introduction to Marketing + (v) STRA4701 Strategic Management

(c) EDI Disciplinary Electives (3 courses; 18 credits): Students should complete three EDI disciplinary electives (18 credits), of which at least one must be IIMT3627 Venture and Entrepreneurship Management or IIMT3689 Cloud Computing: Essential and Application in Entrepreneurship. Please refer to [Attachment I](#) for the list of EDI disciplinary electives.

(d) Capstone Course (1 course; 6 credits): IIMT3624 Design Studio

## 2.2 Major in Finance (13 courses; 78 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 *IIMT1640* Probability and Statistics for Business)
- 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.
- (b) Disciplinary Core Courses (5 courses; 30 credits): (i) *ECON1220* Introductory Macroeconomics + (ii) *ECON2280* Introductory Econometrics + (iii) *FINA2320* Investments and Portfolio Analysis + (iv) *FINA2322* Derivatives + (v) *MATH1009* Basic Mathematics for Business and Economics or *MATH1013* University Mathematics II
- (c) Business Disciplinary Elective (1 course; 6 credits): *IIMT2601* Management Information Systems or *MGMT2401* Principles of Management or *MKTG2501* Introduction to Marketing
- (d) Finance Disciplinary Electives (2 courses; 12 credits): Please refer to [Attachment I](#) for the list of finance disciplinary electives.
- (e) Capstone Course (1 course; 6 credits): *ECON4200* Senior Seminar in Economics and Finance

## 2.3 Major in Human Resource Management (HRM) (13 courses; 78 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 *IIMT1640* Probability and Statistics for Business)
- 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.
- (b) Disciplinary Core Courses (4 courses; 24 credits): (i) *MGMT2401* Principles of Management + (ii) *MGMT3403* Leadership + (iii) *MGMT3434* Human Resource: Theory and Practice + (iv) *STRA4701* Strategic Management
- (c) HRM Disciplinary Electives (4 courses; 24 credits): Please refer to [Attachment I](#) for the list of HRM disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): *MGMT3429* Strategic Human Resources Management

## 2.4 Major in Information Systems and Analytics (ISA) (13 courses; 78 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 *IIMT1640* Probability and Statistics for Business)
- 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.
- (b) Disciplinary Core Courses (8 courses; 48 credits): (i) *IIMT2601* Management Information Systems + (ii) *IIMT2641* Introduction to Business Analytics + (iii) *IIMT3601* Database Management or *COMP3278* Introduction to Database Management Systems + (iv) *IIMT3602* Information Systems Analysis and Design or *COMP3297* Software Engineering + (v) *IIMT3603* Project Management + (vi) *IIMT3642* Managing and Mining Big Data + (vii) *IIMT4602* Digital Innovation + (viii) *MGMT2401* Principles of Management
- (c) Capstone Course (1 course; 6 credits): *IIMT4601* Information Systems Project Management

## 2.5 Major in Marketing (13 courses; 78 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 *IIMT1640* Probability and Statistics for Business)
- 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 2025-2026.]*

- (b) Disciplinary Core Courses (5 courses; 30 credits): (i) *MKTG2501* Introduction to Marketing (*Semester 2 if it is to be taken in Year 1*) + (ii) *MKTG3501* Consumer Behaviour + (iii) *MKTG3502* Marketing Research + (iv) *MKTG3524* Digital Marketing + (v) *MGMT2401* Principles of Management
- (c) Marketing Disciplinary Electives (3 courses; 18 credits): Students should complete three marketing disciplinary electives (18 credits), two from List A (12 credits) and one from List B (6 credits). Please refer to [Attachment I](#) for the list of marketing disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): *MKTG3531* Strategic Marketing Management / *MKTG4501* Quantitative marketing

## 3. Free Electives (18 courses; 108 credits)

Free electives are courses in any disciplines except Common Core and Chinese Language Enhancement courses. Students may utilise the 108 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 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 curriculum, please contact the Faculty Office by email to [fbe.undergrad@hku.hk](mailto: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 in August 2025*



EDI Disciplinary Electives				Finance Disciplinary Electives		
Course Code	Course Title	Year of Study	Credits	Course Code	Course Title	Credits
BUSI1807	Business Consulting Practicum	2 or 3	6	ACCT3114	Valuation Using Financial Statements	6
IIMT3621	Creativity and Business Innovation	2 or 3	6	FINA2311	Case Studies in Corporate Finance	6
IIMT3626	Values-driven Innovation	2 or 3	6	FINA2312	Advanced Corporate Finance	6
IIMT3627	Venture and Entrepreneurship Management	2 or 3	6	FINA2330	Financial Markets and Institutions	6
IIMT3682	IT and Entrepreneurship	3 or 4	6	FINA2331	Management of Commercial Banks	6
IIMT3689	Cloud Computing: Essential and Application in Entrepreneurship	3 or 4	6	FINA2332	International Banking	6
<b>HRM Disciplinary Electives</b>				FINA2334	Banking – Strategies, Operations and Controls	6
Course Code	Course Title	Year of Study	Credits	FINA2342	Insurance: Theory and Practice	6
IIMT2601	Management Information Systems	2 or 3	6	FINA2343	Lending and Credit in Private Banking and Corporate Banking (1)	6
MKTG2501	Introduction to marketing	2 or 3	6	FINA2344	Lending and Credit in Private Banking and Corporate Banking (2)	6
MGMT3404	Cross-cultural Management	2 or 3 or 4	6	FINA2350	Text analytics and natural language processing in finance and fintech	6
MGMT3405	Organizational Behaviour	2 or 3 or 4	6	FINA2382	Real Estate Finance	6
MGMT3415	Principles of Entrepreneurship	2 or 3 or 4	6	FINA2383	International Financial Management	6
MGMT3416	Storytelling: Global Business Communication	2 or 3 or 4	6	FINA2385	Sustainability in Business and Finance	6
MGMT3475	Current Topics in Human Resource Management	2 or 3 or 4	6	FINA2386	Social Network Analysis in Finance	6
MGMT3476	Managing Organizational Change	2 or 3 or 4	6	FINA2390	Financial Programming and Databases	6
<b>Marketing Disciplinary Electives</b>				FINA3316	Investment Banking: Valuation, LBOs, and M&A	6
<u>List A (Marketing Strategy)</u>				FINA3317	Entrepreneurial Finance	6
Course Code	Course Title	Year of Study	Credits	FINA3318	China's Financial System and Markets	6
MKTG3511	Advertising Management	2 or 3 or 4	6	FINA3319	Green Finance and Impact Investing	6
MKTG3512	Brand Management	2 or 3 or 4	6	FINA3322	Credit Risk	6
MKTG3523	Global Marketing	2 or 3 or 4	6	FINA3323	Fixed Income Securities	6
MKTG3525	Services Marketing	2 or 3 or 4	6	FINA3324	Interest Rate Models	6
MKTG3526	Innovation and New Product Development	2 or 3 or 4	6	FINA3325	Alternative Investments	6
<u>List B (Quantitative Marketing)</u>				FINA3326	Equity Valuation and Investment Management	6
Course Code	Course Title	Year of Study	Credits	FINA3327	Hedge Funds: Strategies, Business Management, and Institutions	6
MKTG3527	Pricing Strategies	2 or 3 or 4	6	FINA3334	Private Banking and Wealth Management	6
MKTG3528	Marketing Analytics	2 or 3 or 4	6	FINA3335	Current Issues in Asset Management and Private Banking Industry	6
MKTG3529	Social Media Marketing	2 or 3 or 4	6	FINA3336	Family Office and Asset Owners	6
MKTG3530	Big Data Marketing	2 or 3 or 4	6	FINA3337	Venture Capital and Private Equity	6
MKTG3532	Platform Business Models and the Sharing Economy	2 or 3 or 4	6	FINA3338	Multi-asset Investing	6
<b>Business Disciplinary Electives</b>				FINA3339	Private Credit	6
Course Code	Course Title	Year of Study	Credits	FINA3340	Risk Management	6
IIMT2601	Management Information Systems	2 or 3 or 4	6	FINA3350	Mathematical Finance	6
MGMT2401	Principles of Management	2 or 3 or 4	6	FINA3351	Spreadsheet Financial Modeling	6
MKTG2501	Introduction to Marketing	2 or 3 or 4	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	ESG Investing and Sustainable Banking	6
				FINA3386	Digital Assets	6
				FINA3391	Reading Course	6
				FINA4341	Quantitative Risk Management	6
				FINA4354	Financial Engineering	6
				FINA4359	Data Analytics, Quantitative Finance, and Blockchain Finance	6
				FINA4392	Dissertation	12

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

Last updated in August 2025