SYLLABUSES FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION
[BBA]

These syllabuses apply to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2025-26 and thereafter.

1. Candidates must enroll and attempt examination in not fewer than 240 credits of courses in accordance with the regulations and the syllabuses.

2. Major
   At the end of the first year, candidates shall declare their major. During their year two, three, and four of studies, candidates are required to complete one of the following majors: (1) Entrepreneurship, Design and Innovation (EDI)⌘, (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing, unless otherwise permitted by the Board of the Faculty. The list of courses required for each major is set out below.

3. 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 courses identified by an asterisk (*). Those courses include the following areas of study: English language enhancement (6 credits), Chinese language enhancement (6 credits), Common Core Curriculum (36 credits), artificial intelligence literacy (6 credits), non-credit bearing courses as required by the University, and a capstone experience.

4. Candidates must 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 with not more than 24 credits being selected within one academic year except where candidates are required to make up for failed credits.

5. 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.

6. 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.

7. 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.

8. 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.

9. 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.

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

A. Common Requirements for All BBA Majors

UG 5 requirements [54 credits]

(a) Languages*[12 credits]

Course code	Course title	Year of study	Credits
CAES1001#	Academic communication in English*	1	0
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.

^ 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 did not study Chinese language during their secondary education and have not reached the required proficiency level for 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.

(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) Artificial Intelligence (AI) Literacy* [6 credits]

Course code	Course title	Year of study	Credits
AILT1001	Artificial intelligence literacy I*	1	3
AILTxxxx	Artificial intelligence literacy II or other microcredential AI literacy course*	2	3

(d) 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

B. Specific Requirements for Individual BBA Majors

1. Major in Entrepreneurship, Design and Innovation [78 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 courses:			
ECON1280 or	Analysis of economic data or	1	6

Course code	Course title	Year of study	Credits
IIMT1640	Probability and statistics for business		
FINA1310	Corporate finance	2	6

Course code	Course title	Year of study	Credits
Disciplinary Core Courses – complete all of the following courses:			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
IIMT3623	Design thinking: concepts and applications	3 or 4	6
STRA4701	Strategic management	3 or 4	6
IIMT3624	Design studio* (Capstone course)	4	6
Disciplinary Electives – complete three of the following courses, at least one of them must be IIMT3627 or IIMT3689:			
BUSI1807	Business consulting practicum	2 or 3	
IIMT3621	Creativity and business innovation	2 or 3	
IIMT3626	Values-driven innovation	2 or 3	
IIMT3627	Venture and entrepreneurship management	2 or 3	18
IIMT3682	IT and entrepreneurship	3 or 4	
IIMT3689	Cloud computing: essential and application in entrepreneurship	3 or 4	

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Entrepreneurship, Design and Innovation

Year	Lang.	Common Core	AI Literacy	Major in Entrepreneurship, Design and Innovation	Free Electives	Total
I	0 credits	24 credits	3 credits	18 credits	12 credits	57 credits
II	6 credits	12 credits	3 credits	24 credits	18 credits	63 credits
III	6 credits	-	-	18 credits	36 credits	60 credits
IV	-	-	-	18 credits	42 credits	60 credits
Total	12 credits	36 credits	6 credits	78 credits	108 credits	240 credits

2. **Major in Finance [78 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
FINA1310	Corporate finance	1	6
Statistics requirement – choose one of the following:			
ECON1280 *or*	Analysis of economic data *or*	1 or 2	6
IIMT1640	Probability and statistics for business		
Disciplinary Core Courses – complete all of the following courses:			
ECON1220	Introductory macroeconomics	1 or 2	6
Mathematics requirement – choose one of the following:			
MATH1009 *or*	Basic mathematics for business and economics *or*	1	6
MATH1013	University mathematics II		
ECON2280	Introductory econometrics	2 or 3	6
FINA2320	Investments and portfolio analysis	2 or 3	6
FINA2322	Derivatives	2 or 3	6
ECON4200	Senior seminar in economics and finance*	4	6

Course code	Course title	Year of study	Credits
	(Capstone course)		

Course code	Course title	Year of study	Credits
Disciplinary Electives			
Business requirement – choose one of the following:			
IIMT2601 *or*	Management information systems *or*	2 or 3 or 4	6
MGMT2401 *or*	Principles of management *or*	2 or 3 or 4	
MKTG2501	Introduction to marketing	2 or 3 or 4	
FINAxxxx	Finance disciplinary electives	2 or 3 or 4	12

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Finance

Year	Lang.	Common Core	AI Literacy	Major in Finance	Free Electives	Total
I	0 credits	24 credits	3 credits	24 credits	6 credits	57 credits
II	6 credits	12 credits	3 credits	18 credits	24 credits	63 credits
III	6 credits	-	-	18 credits	36 credits	60 credits
IV	-	-	-	18 credits	42 credits	60 credits
Total	12 credits	36 credits	6 credits	78 credits	108 credits	240 credits

3. **Major in Human Resource Management [78 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	Probability and statistics for business		
FINA1310	Corporate finance	2	6
Disciplinary Core Courses – complete all of the following courses:			
MGMT2401	Principles of management	2 or 3	6
MGMT3403	Leadership	2 or 3 or 4	6
MGMT3434	Human resource: theory and practice	2 or 3 or 4	6
STRA4701	Strategic management	2 or 3 or 4	6
MGMT3429	Strategic human resources management* (Capstone course)	4	6
Disciplinary Electives – complete four of the following courses:			
IIMT2601	Management information systems	2 or 3	24
MKTG2501	Introduction to marketing	2 or 3	
MGMT3404	Cross-cultural management	2 or 3 or 4	
MGMT3405	Organizational behaviour	2 or 3 or 4	
MGMT3415	Principles of entrepreneurship	2 or 3 or 4	
MGMT3416	Storytelling: global business communication	2 or 3 or 4	
MGMT3475	Current topics in human resource management	2 or 3 or 4	
MGMT3476	Managing organizational change	2 or 3 or 4	

Free Electives [108 credits] – any courses except Common Core courses

Year	Lang.	Common Core	AI Literacy	Major in Human Resource Management	Free Electives	Total
I	0 credits	24 credits	3 credits	18 credits	12 credits	57 credits
II	6 credits	12 credits	3 credits	24 credits	18 credits	63 credits
III	6 credits	-	-	18 credits	36 credits	60 credits
IV	-	-	-	18 credits	42 credits	60 credits
Total	12 credits	36 credits	6 credits	78 credits	108 credits	240 credits

4. **Major in Information Systems and Analytics [78 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	Probability and statistics for business		
FINA1310	Corporate finance	2	6
Disciplinary Core Courses – complete all of the following courses:			
IIMT2641	Introduction to business analytics	1 or 2 or 3	6
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
IIMT3601 *or*	Database management *or*	2 or 3 or 4	6
COMP3278	Introduction to database management systems		
IIMT3602 *or*	Information systems analysis and design *or*	2 or 3 or 4	6
COMP3297	Software engineering		
IIMT3603	Project management	3 or 4	6
IIMT3642	Managing and mining big data	3 or 4	6
IIMT4601	Information systems project management* (Capstone course)	4	6
IIMT4602	Digital innovation	4	6

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Information Systems and Analytics

Year	Lang.	Common Core	AI Literacy	Major in Information Systems and Analytics	Free Electives	Total
I	0 credits	24 credits	3 credits	18 credits	12 credits	57 credits
II	6 credits	12 credits	3 credits	24 credits	18 credits	63 credits
III	6 credits	-	-	18 credits	36 credits	60 credits
IV	-	-	-	18 credits	42 credits	60 credits
Total	12 credits	36 credits	6 credits	78 credits	108 credits	240 credits

5.   **Major in Marketing [78 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	Probability and statistics for business		
FINA1310	Corporate finance	2	6
Disciplinary Core Courses – complete all of the following courses:			
MKTG2501	Introduction to marketing	1 or 2	6
MGMT2401	Principles of management	2 or 3	6
MKTG3501	Consumer behaviour	2 or 3 or 4	6
MKTG3502	Marketing research	2 or 3 or 4	6
MKTG3524	Digital marketing	2 or 3 or 4	6
MKTG3531 *or*	Strategic marketing management* (Capstone course) *or*	4	6
MKTG4501	Quantitative marketing* (Capstone course)		
Disciplinary Electives – complete three of the following courses, two from List A and one from List B:			
List A (Marketing Strategy) – choose two of the following:			
MKTG3511	Advertising management	2 or 3 or 4	12
MKTG3512	Brand management	2 or 3 or 4	
MKTG3523	Global marketing	2 or 3 or 4	
MKTG3525	Services marketing	2 or 3 or 4	
MKTG3526	Innovation and new product development	2 or 3 or 4	
List B (Quantitative Marketing) – choose one of the following:			
MKTG3527	Pricing strategies	2 or 3 or 4	6
MKTG3528	Marketing analytics	2 or 3 or 4	
MKTG3529	Social media marketing	2 or 3 or 4	
MKTG3530	Big data marketing	2 or 3 or 4	
MKTG3532	Platform business models and the sharing economy	2 or 3 or 4	

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Marketing

Year	Lang.	Common Core	AI Literacy	Major in Marketing	Free Electives	Total
I	0 credits	24 credits	3 credits	18 credits	12 credits	57 credits
II	6 credits	12 credits	3 credits	24 credits	18 credits	63 credits
III	6 credits	-	-	18 credits	36 credits	60 credits
IV	-	-	-	18 credits	42 credits	60 credits
Total	12 credits	36 credits	6 credits	78 credits	108 credits	240 credits

FINANCE DISCIPLINARY ELECTIVES

Course code	Course title	Credits
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
FINA2350	Text analytics and natural language processing in finance and fintech	6
FINA2382	Real estate finance	6
FINA2383	International financial management	6
FINA2385	Sustainability 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	Family office and asset owners	6
FINA3337	Venture capital and private equity	6
FINA3338	Multi-asset investing	6
FINA3339	Private credit	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	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