

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

These syllabuses apply to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2026-27 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. In addition, the 240 credits of courses should be completed in the following manner:

UG 5 requirements [54 credits]

|                                                             |            |
|-------------------------------------------------------------|------------|
| - Languages*                                                | 12 credits |
| - HKU Common Core Curriculum*                               | 36 credits |
| - Artificial Intelligence Literacy*                         | 6 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  |

Compulsory Career Readiness Programme 0 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 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.
3. 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.
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\* [12 credits]

| Course code                     | Course title                                                                                     | Year of study | Credits |
|---------------------------------|--------------------------------------------------------------------------------------------------|---------------|---------|
| CAES1001 <sup>#</sup>           | Academic communication in English*                                                               | 1             | 0       |
| CAES9920                        | Academic communication for business and economics*                                               | 2             | 6       |
| CBBA9001 <sup>^</sup> <b>or</b> | Practical Chinese for BBA/BBA(Acc&Fin) students* <b>or</b>                                       | 3             | 6       |
| CUNDxxxx <sup>^</sup>           | Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students | 1 or 2 or 3   |         |

<sup>#</sup> 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.

<sup>^</sup> 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 any 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 <b>or</b> 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       |

## 2. Professional Core in Accounting Data Analytics [156 credits]

| Course code                                                          | Course title                            | Year of study | Credits |
|----------------------------------------------------------------------|-----------------------------------------|---------------|---------|
| <b>Faculty Core courses – complete all of the following courses:</b> |                                         |               |         |
| ACCT1101                                                             | Introduction to financial accounting    | 1             | 6       |
| ECON1210                                                             | Introductory microeconomics             | 1             | 6       |
| <b>Statistics requirement – choose one of the following:</b>         |                                         |               |         |
| ECON1280 <b>or</b>                                                   | Analysis of economic data <b>or</b>     | 1             | 6       |
| IIMT1640                                                             | Probability and statistics for business |               |         |
| FINA1310                                                             | Corporate finance                       | 2             | 6       |

| Course code                                                               | Course title                                            | Year of study | Credits |
|---------------------------------------------------------------------------|---------------------------------------------------------|---------------|---------|
| <b>Disciplinary Core courses – complete all of the following courses:</b> |                                                         |               |         |
| IIMT2602 <b>or</b>                                                        | Business programming <b>or</b>                          | 1             | 6       |
| COMP1117                                                                  | Computer programming                                    |               |         |
| ACCT2102                                                                  | Intermediate financial accounting I                     | 2             | 6       |
| ACCT2105                                                                  | Introduction to management accounting                   | 2             | 6       |
| 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       |
| ACCT2106                                                                  | Sustainability reporting: concepts and practices        | 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       |
| 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       |
| <b>Disciplinary Electives – complete two of the following courses:</b>    |                                                         |               |         |
| COMP2113                                                                  | Programming technologies                                | 2 or 3        | 12      |
| COMP2119                                                                  | Introduction to data structures and algorithms          | 2 or 3        |         |
| ACCT3118                                                                  | Artificial Intelligence in accounting                   | 2 or 3 or 4   |         |
| IIMT3601 <b>or</b>                                                        | Database management <b>or</b>                           | 2 or 3 or 4   |         |
| COMP3278                                                                  | Introduction to database management system              |               |         |
| IIMT3602 <b>or</b>                                                        | Information systems analysis and design <b>or</b>       | 2 or 3 or 4   |         |
| COMP3297                                                                  | Software engineering                                    |               |         |
| COMP3320                                                                  | Electronic commerce technology                          | 2 or 3 or 4   |         |
| 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 <b>or</b>                                                        | Advanced AI applications in business <b>or</b>          | 3 or 4        |         |
| COMP3270                                                                  | Artificial intelligence                                 |               |         |

### 3. Compulsory Career Readiness Programme<sup>1</sup>

### 4. Free Electives [30 credits] – any courses except Common Core courses

Note:

1. To satisfy the curriculum requirement, candidates must participate in the non-credit bearing career readiness programme as prescribed by the Faculty.

**REFERENCE TABLE**

| <b>Year</b>  | <b>Lang.</b> | <b>Common<br/>Core</b> | <b>AI<br/>Literacy</b> | <b>Professional<br/>Core in<br/>Accounting<br/>Data<br/>Analytics</b> | <b>Free<br/>Electives</b> | <b>Total</b> |
|--------------|--------------|------------------------|------------------------|-----------------------------------------------------------------------|---------------------------|--------------|
| <b>I</b>     | 0 credits    | 24 credits             | 3 credits              | 24 credits                                                            | 6 credits                 | 57 credits   |
| <b>II</b>    | 6 credits    | 12 credits             | 3 credits              | 42 credits                                                            | -                         | 63 credits   |
| <b>III</b>   | 6 credits    | -                      | -                      | 48 credits                                                            | 6 credits                 | 60 credits   |
| <b>IV</b>    | -            | -                      | -                      | 42 credits                                                            | 18 credits                | 60 credits   |
| <b>Total</b> | 12 credits   | 36 credits             | 6 credits              | 156 credits                                                           | 30 credits                | 240 credits  |