

SYLLABUSES FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS AND GLOBAL MANAGEMENT [BBA(IBGM)]

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

First Major in International Business and Global Management [96 credits]

- First year Core courses	24 credits
- Second year Core courses	24 credits
- Third year Core courses	18 credits
- Fourth year Core courses	30 credits

Second Major 72 credits

Compulsory Exchange outside Hong Kong (Note 1)

Free Electives 18 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]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
CAES1001 [#]	Academic communication in English*	1	0
CAES9920	Academic communication for business and economics*	2	6
CBBA9004 [^] or	Practical Chinese for BBA(IBGM) students* or	3	6
CUNDxxxx [^]	Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students	1 or 2 or 3	

[#] 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 “CBBA9004 Practical Chinese for BBA(IBGM) 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 CBBA9004 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]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
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]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
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]

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

2. First Major in International Business and Global Management [96 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
Faculty Core Courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6

Course code	Course title	Year of study	Credits
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	6
BUSI1805	International field trip	2	6
IIMT2601	Management information systems	2	6
MGMT2401	Principles of management	2	6
BUSI3808	Global analysis team project	3	6
STRA3702	International business environment	3	6
STRA4702	Global corporate strategy	3	6
BUSI3809	Leadership development programme	4	6
STRA3703	Multinational corporations	4	6
STRA4701	Strategic management* (Capstone course)	4	6
Disciplinary Electives – complete two of the following courses, one from List A and one from List B:			
List A – choose one of the following:			
BUSI3801	Business law	4	6
BUSI3803	Company law	4	
List B – choose one of the following:			
FINA2390	Financial programming and databases	4	6
FINA2350	Text analytics and natural language processing in finance and fintech	4	
MKTG3511	Advertising management	4	
MKTG3524	Digital marketing	4	

3. **Second Major in any discipline offered by FBE or HKU [72 credits or more²]**
4. **Compulsory Exchange outside Hong Kong¹ (Semester 2 of the third year of study)**
5. **Free Electives [18 credits]² – any courses except Common Core courses**

Notes:

1. To satisfy the curriculum requirement of compulsory exchange outside Hong Kong, candidates shall complete exchange studies of at least one semester at an institution outside Hong Kong. Failure to obtain credits at the host institution will be considered as failure to complete the said curriculum requirement. Credits successfully completed at the host institution on exchange may be transferred towards the BBA(IBGM) degree. Prior approval is required if candidates wish to transfer credits taken abroad before departing on exchange.
2. Candidates may use free electives to fulfill the second major where the requirements exceed 72 credits.

REFERENCE TABLE

Year	Lang.	Common Core	AI Literacy	First Major in IBGM	Second Major	Free Electives ²	Total
I	0 credits	24 credits	3 credits	24 credits	-	6 credits	57 credits
II	6 credits	12 credits	3 credits	24 credits	6 credits	12 credits	63 credits
III	6 credits	-	-	18 credits	36 credits	-	60 credits
IV	-	-	-	30 credits	30 credits	-	60 credits
Total	12 credits	36 credits	6 credits	96 credits	72 credits	18 credits	240 credits