



HKU
BUSINESS
SCHOOL
港大經管學院

Undergraduate

Programme code:



Bachelor of Business Administration

BBA



⇒ BBA Programme Introduction

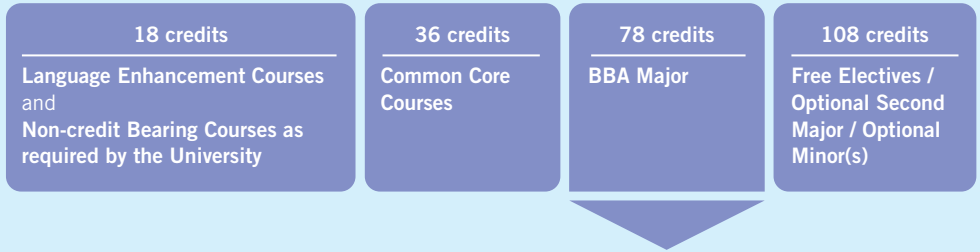
The BBA programme combines strong functional training with intensive training in communication skills, computer applications and other social science and/or science subjects. Students can choose to take one of the following five majors: (i) Entrepreneurship, Design and Innovation, (ii) Finance, (iii) Human Resource Management, (iv) Information Systems and Analytics, or (v) Marketing. They can also declare a second major or combination of minors if they are able to meet the programme requirements.

⇒ Dual Degree Programmes

Our School offers two 4-year BBA dual degree programmes in collaboration with leading universities – the Institut d'Etudes Politiques de Paris (Sciences Po) in France and the University of British Columbia (UBC) in Canada. Students will spend the first two years in France followed by two years in Hong Kong to earn a BBA degree from HKU and a Bachelor of Arts (BA) from Sciences Po; or spend the first and final years in Hong Kong and the second and third years in Canada to earn a BBA degree from HKU and a Bachelor of Commerce (BCom) from UBC.



BBA Curriculum Structure (4 years / 240 credits)



Faculty Core Courses for All BBA Majors (24 credits)			
ACCT1101	Introduction to Financial Accounting	Statistics requirement – complete one of the following courses:	
ECON1210	Introductory Microeconomics	• ECON1280	Analysis of Economic Data
FINA1310	Corporate Finance	• STAT1602	Business Statistics
		• STAT1603	Introductory Statistics

Students can choose to major in the following area(s):

Major in Entrepreneurship, Design and Innovation			
<i>(Note: Candidates must undergo a selection process arranged by the Programme Coordinator for declaring this major.)</i>			
[Disciplinary Core Courses (36 credits)]		[Disciplinary Electives (18 credits)]	
IIMT2601	Management Information Systems	Complete two of the following courses:	
IIMT3623	Design Thinking: Concepts and Applications	• BUS11807	Business Consulting Practicum
IIMT3624	Design Studio (Capstone course)	• IIMT3621	Creativity and Business Innovation
MGMT2401	Principles of Management	• IIMT3626	Values-driven Innovation
MKTG2501	Introduction to Marketing	Complete one of the following courses:	
STRA4701	Strategic Management	• IIMT3627	Venture and Entrepreneurship Management
		• IIMT3682	IT and Entrepreneurship

Major in Finance			
[Disciplinary Core Courses (36 credits)]		[Disciplinary Electives (18 credits)]	
ECON1220	Introductory Macroeconomics	Complete two of the following courses:	
ECON2280	Introductory Econometrics	• FINAxxxx	Finance Disciplinary Electives
ECON4200	Senior Seminar in Economics and Finance (Capstone course)	Complete one of the following courses:	
FINA2320	Investments and Portfolio Analysis	• IIMT2601	Management Information Systems
FINA2322	Derivatives	• MGMT2401	Principles of Management
Complete one of the following courses:		• MKTG2501	Introduction to Marketing
• MATH1009	Basic Mathematics for Business and Economics		
• MATH1013	University Mathematics II		

Major in Human Resource Management

[Disciplinary Core Courses (30 credits)]

IIMT2601	Management Information Systems	MGMT3434	Human Resource: Theory and Practice
MGMT2401	Principles of Management	MKTG2501	Introduction to Marketing
MGMT3429	Strategic Human Resources Management (Capstone course)		

[Disciplinary Electives (24 credits)]

Complete **four** of the following courses:

• MGMT3403	Leadership	• MGMT3416	Storytelling: Global Business Communication
• MGMT3404	Cross-cultural Management	• MGMT3475	Current Topics in Human Resource Management
• MGMT3405	Organizational Behaviour	• MGMT3476	Managing Organizational Change
• MGMT3415	Principles of Entrepreneurship	• STRA4701	Strategic Management

Major in Information Systems and Analytics

[Disciplinary Core Courses (54 credits)]

IIMT2601	Management Information Systems	Complete one of the following courses:	
IIMT2641	Introduction to Business Analytics	• COMP3278	Introduction to Database Management Systems
IIMT3603	Project Management	• IIMT3601	Database Management
IIMT3642	Managing and Mining Big Data	Complete one of the following courses:	
IIMT4601	Information Systems Project Management (Capstone course)	• COMP3297	Software Engineering
IIMT4602	Digital Innovation	• IIMT3602	Information Systems Analysis and Design
MGMT2401	Principles of Management		

Major in Marketing

[Disciplinary Core Courses (36 credits)]

MKTG2501	Introduction to Marketing	MKTG3524	Digital Marketing
MKTG3501	Consumer Behaviour	MKTG3531	Strategic Marketing Management (Capstone course)
MKTG3502	Marketing Research	MGMT2401	Principles of Management

[Disciplinary Electives (18 credits)]

Marketing Strategy – complete two of the following courses:		Quantitative Marketing – complete one of the following courses:	
• MKTG3511	Advertising Management	• MKTG3527	Pricing Strategies
• MKTG3512	Brand Management	• MKTG3528	Marketing Analytics
• MKTG3523	Global Marketing	• MKTG3529	Social Media Marketing
• MKTG3525	Services Marketing	• MKTG3530	Big Data Marketing
• MKTG3526	Innovation and New Product Development	• MKTG3532	Platform Business Models and the Sharing Economy

* Curriculum structure and prescribed courses are subject to review and change from time to time

→ Exciting Opportunities

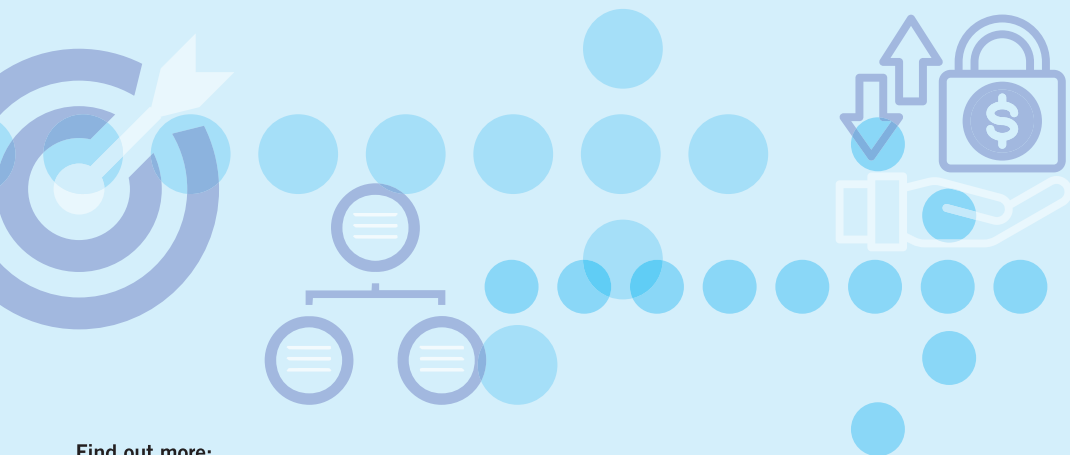
There are ample opportunities for students to participate in tailor-made professional preparation programmes and internship with renowned accounting firms and financial institutions.

→ Professional Recognition

Students are eligible to enrol in the CGMA® Finance Leadership Program and kickstart their journey to become a member of Chartered Institute of Management Accountants and a Chartered Global Management Accountant while they are studying in the University.

→ Career Prospects

The BBA programme will empower students to pursue a career in a wide variety of fields, from banking, and information systems to advertising, marketing, and human resources management. Graduates have gone on to secure employment at respected local and global organisations, including Accenture, Bloomberg, Credit Suisse, Ernst & Young, HSBC, KPMG, Jardine Matheson Holdings, JP Morgan, Morgan Stanley, and PwC, among many others.



Find out more:



Admission information



Programme website



HKU-Sciences Po dual degree



HKU-UBC dual degree

Enquiries: @ fbe.ugenquiry@hku.hk ☎ (852) 3917 5343

The information in this leaflet is accurate as of September 2022 and is subject to change.