Bachelor of Business Administration in Accounting and Finance / Bachelor of Business Administration in Accounting Data Analytics

BBA Acc&Fin BBA ADA

BBA(Acc&Fin) / BBA(ADA) Programme Introduction

The Bachelor of Business Administration in Accounting and Finance [BBA(Acc&Fin)] and Bachelor of Business Administration in Accounting Data Analytics [BBA(ADA)] programmes share the same programme code for admission. Students shall enrol in either one of the programmes on admission before the commencement of their studies.

- The **BBA(Acc&Fin)** programme prepares students for a professional qualification in accounting. The curriculum provides broad-based education in both accounting and finance which is necessary to progress towards a leadership role in the financial sector. Students are required to take professional core in accounting and a minor in finance, with an option to second major in finance. Tailor-made professional preparation programmes and internship opportunities with renowned accounting firms and financial institutions are available for talented students.

- The new **BBA(ADA)** programme provides students with an option to focus on data analytics in accounting instead of having a minor in finance. It is an excellent choice for students who are interested in STEM with accounting and business applications and wish to pursue their career in these related fields. The intensive accounting training enables BBA(ADA) students to distinguish themselves from students of other data analytics/STEM programmes. Students will be equipped with comprehensive accounting and business knowledge that prepares them to obtain professional qualifications in accounting. They will also acquire computer programming and data analytics skills to meet the needs of the accounting and business professions in today's digital transformation economy.

BBA(Acc&Fin) Curriculum Structure (4 years / 240 credits)

54 credits	**108 credits**	**36 credits**	**42 credits**
• Language Enhancement Courses • Common Core Courses • Non-credit Bearing Courses as required by the University	Professional Core in Accounting	Minor in Finance	Free Electives / Optional Minor *may opt to pursue a Major in Finance*

Professional Core in Accounting

[Faculty Core Courses (24 credits)]		[Disciplinary Core Courses (84 credits)]	
ACCT1101	Introduction to Financial Accounting	ACCT2102	Intermediate Financial Accounting I
ECON1210	Introductory Microeconomics	ACCT2105	Introduction to Management Accounting
FINA1310	Corporate Finance	ACCT3103	Intermediate Financial Accounting II
Statistics requirement – complete **one** of the following courses:		ACCT3106	Management Control
• ECON1280	Analysis of Economic Data	ACCT3107	Hong Kong Taxation
• STAT1602	Business Statistics	ACCT3109	Auditing
• STAT1603	Introductory Statistics	ACCT3112	Accounting Data Management and Analytics (Capstone course)
		ACCT4104	Advanced Financial Accounting
		BUSI3801	Business Law
		BUSI3803	Company Law
		IIMT2601	Management Information Systems
		IIMT3636	Decision and Risk Analysis I
		MGMT2401	Principles of Management
		MKTG2501	Introduction to Marketing

Minor in Finance

[Disciplinary Core Courses (12 credits)]		[Finance Disciplinary Electives (24 credits)]
ECON1220	Introductory Macroeconomics	• Complete four Finance Disciplinary Electives (FINAxxxx) courses
FINA2320	Investments and Portfolio Analysis	

BBA(ADA) Curriculum Structure (4 years / 240 credits)

54 credits	156 credits	30 credits
• Language Enhancement Courses • Common Core Courses • Non-credit Bearing Courses as required by the University	Professional Core in Accounting Data Analytics	Free Electives / Optional Minor

Professional Core in Accounting Data Analytics

[Faculty Core Courses (24 credits)]

Code	Course	Code	Course
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

[Disciplinary Core Courses (120 credits)]

Code	Course	Code	Course
ACCT2102	Intermediate Financial Accounting I	ECON1220	Introductory Macroeconomics
ACCT2105	Introduction to Management Accounting	FINA2320	Investments and Portfolio Analysis
ACCT3103	Intermediate Financial Accounting II	IIMT2601	Management Information Systems
ACCT3106	Management Control	IIMT2641	Introduction to Business Analytics
ACCT3107	Hong Kong Taxation	IIMT3636	Decision and Risk Analysis I
ACCT3109	Auditing	IIMT3642	Managing and Mining Big Data
ACCT4101	Seminar in Accounting Data Analytics (Capstone course)	IIMT3686	Information Systems Audit and Control
ACCT4104	Advanced Financial Accounting	MGMT2401	Principles of Management
BUSI3801	Business Law	MKTG2501	Introduction to Marketing
BUSI3803	Company Law	Complete **one** of the following courses:	
		• IIMT2602	Business Programming
		• COMP1117	Computer Programming

[Disciplinary Electives – complete two of the following courses (12 credits)]

Code	Course	Code	Course
COMP2113	Programming Technologies	• IIMT3601	Database Management *or*
COMP2119	Introduction to Data Structures and Algorithms	• COMP3278	Introduction to Database Management System
COMP3320	Electronic Commerce Technology	• IIMT3602	Information Systems Analysis and Design *or*
COMP3355	Cyber Security	• COMP3297	Software Engineering
IIMT3603	Project Management	• IIMT3688	Artificial Intelligence in Business *or*
IIMT3641	Introduction to Financial Analytics	• COMP3270	Artificial Intelligence
IIMT3643	Data Visualization and Visual Analytics		

* 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 overseas exchange programmes, tailor-made professional preparation programmes and internship with renowned accounting firms and financial institutions.

➲ Professional Recognition

The BBA(Acc&Fin) programme is accredited as an approved programme under the Qualification Programme (QP) of the Hong Kong Institute of Certified Public Accountants (HKICPA). Students will be eligible for direct entry to the QP provided all pre-entry requirements have been met.

BBA(Acc&Fin) students will also be exempted from the Association of Chartered Certified Accountants (ACCA) foundation level exam to complete further non-exempted papers at the professional level and earn the ACCA membership. Alternatively, BBA(Acc&Fin) graduates can pursue an associate membership of CPA Australia, provided the requirements have been met, and advance to CPA status as stipulated by the institute.

In addition, BBA(Acc&Fin) 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 (CIMA) and a Chartered Global Management Accountant while they are studying in the University.

HKU Business School is preparing for the new BBA(ADA) programme for accreditation by HKICPA, ACCA, CPA Australia and CIMA.

➲ Career Prospects

The BBA(Acc&Fin) / BBA(ADA) programme will prepare students to join the workforce in accounting, banking, consulting, and other industries with a focus on data, and analytics. BBA(Acc&Fin) graduates have gone on to secure employment at respected local and global organisations, including Accenture, Bloomberg, Credit Suisse, Deloitte, Ernst & Young, JP Morgan, KPMG, Morgan Stanley, and PwC, among many others. BBA(ADA) students will be well prepared to take up leading roles in accounting analytics, digital economies and other technology-driven business domains and make impact in their organizations and communities.

Find out more:

Admission information   BBA(Acc&Fin)   BBA(ADA)

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

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