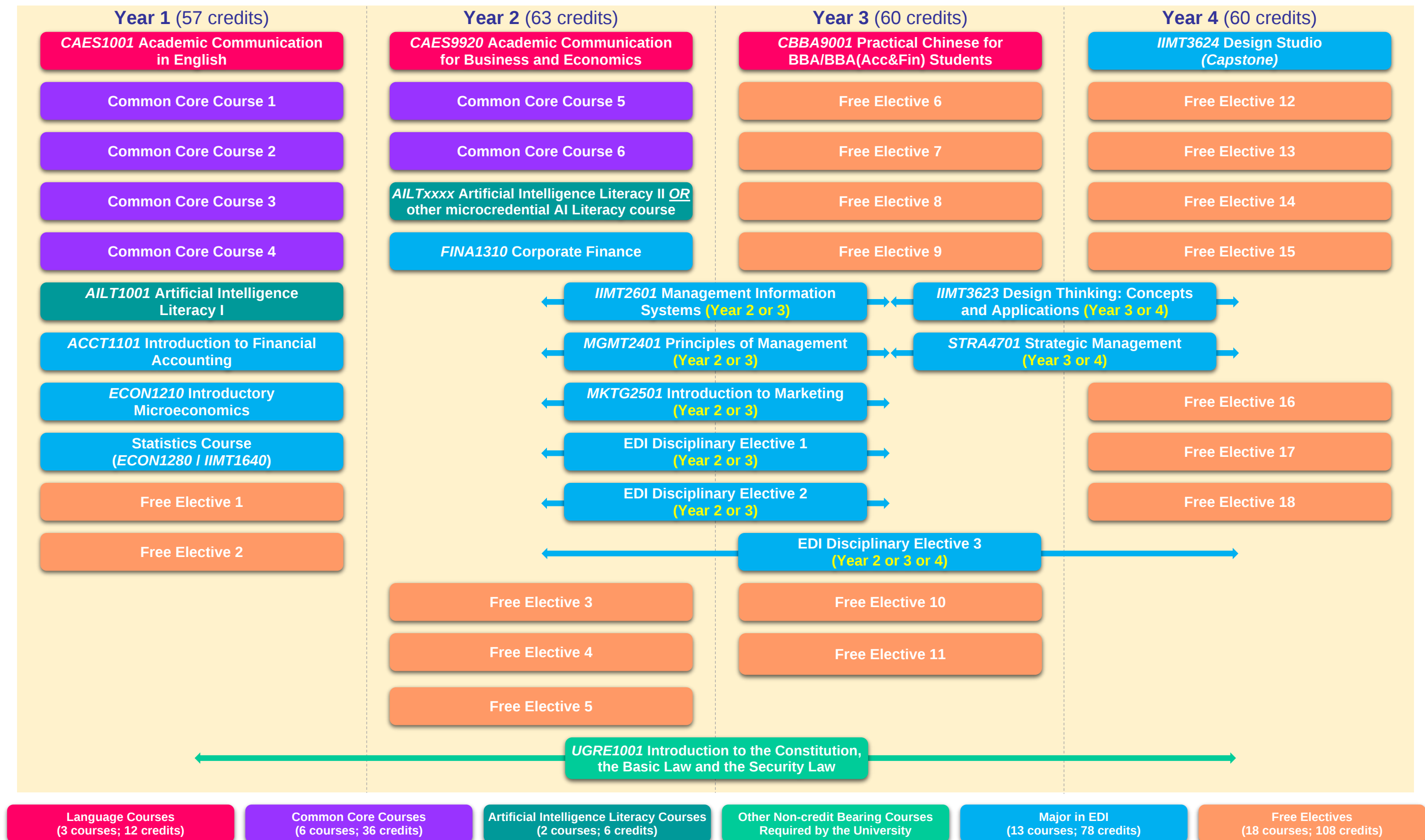
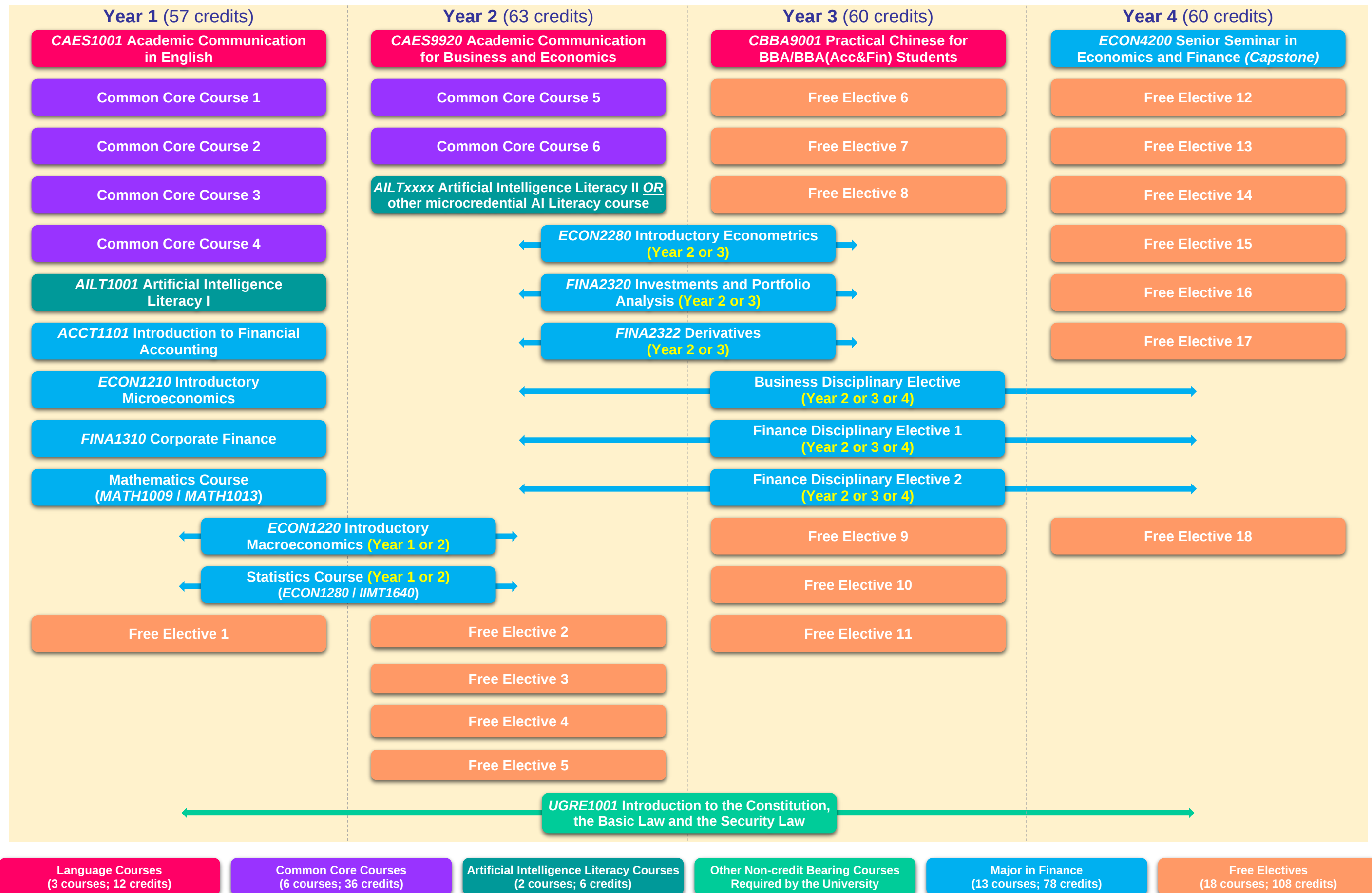
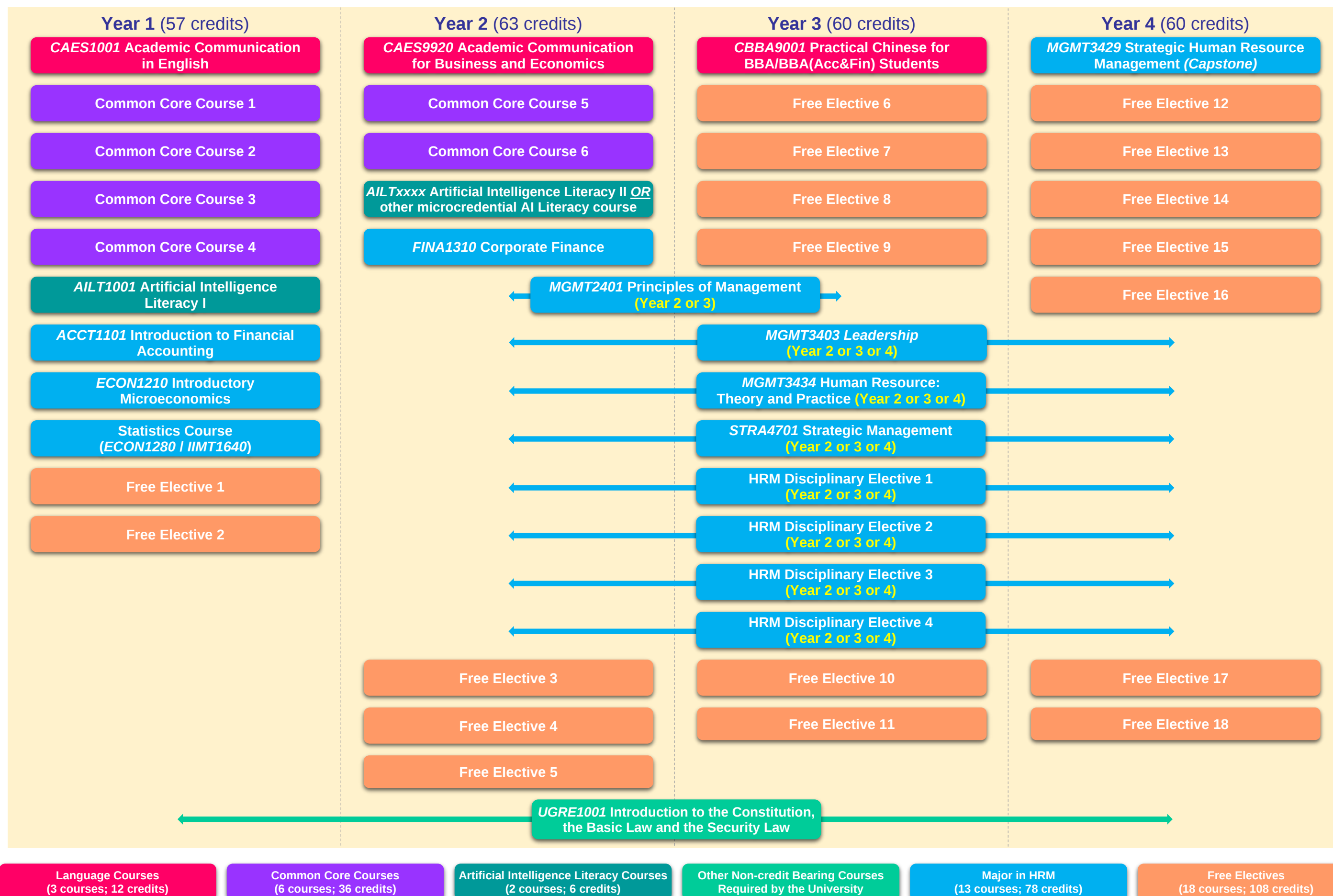
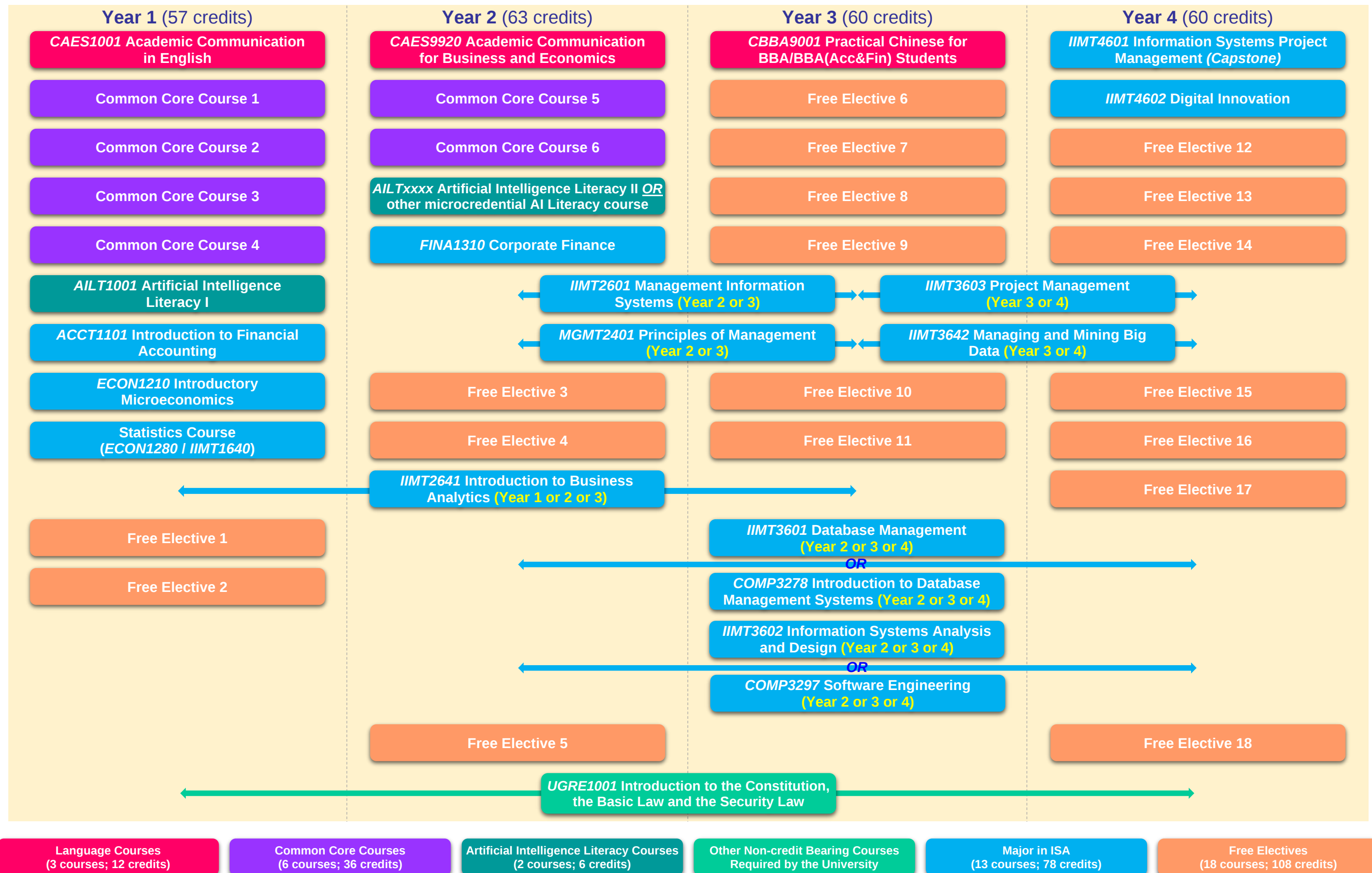
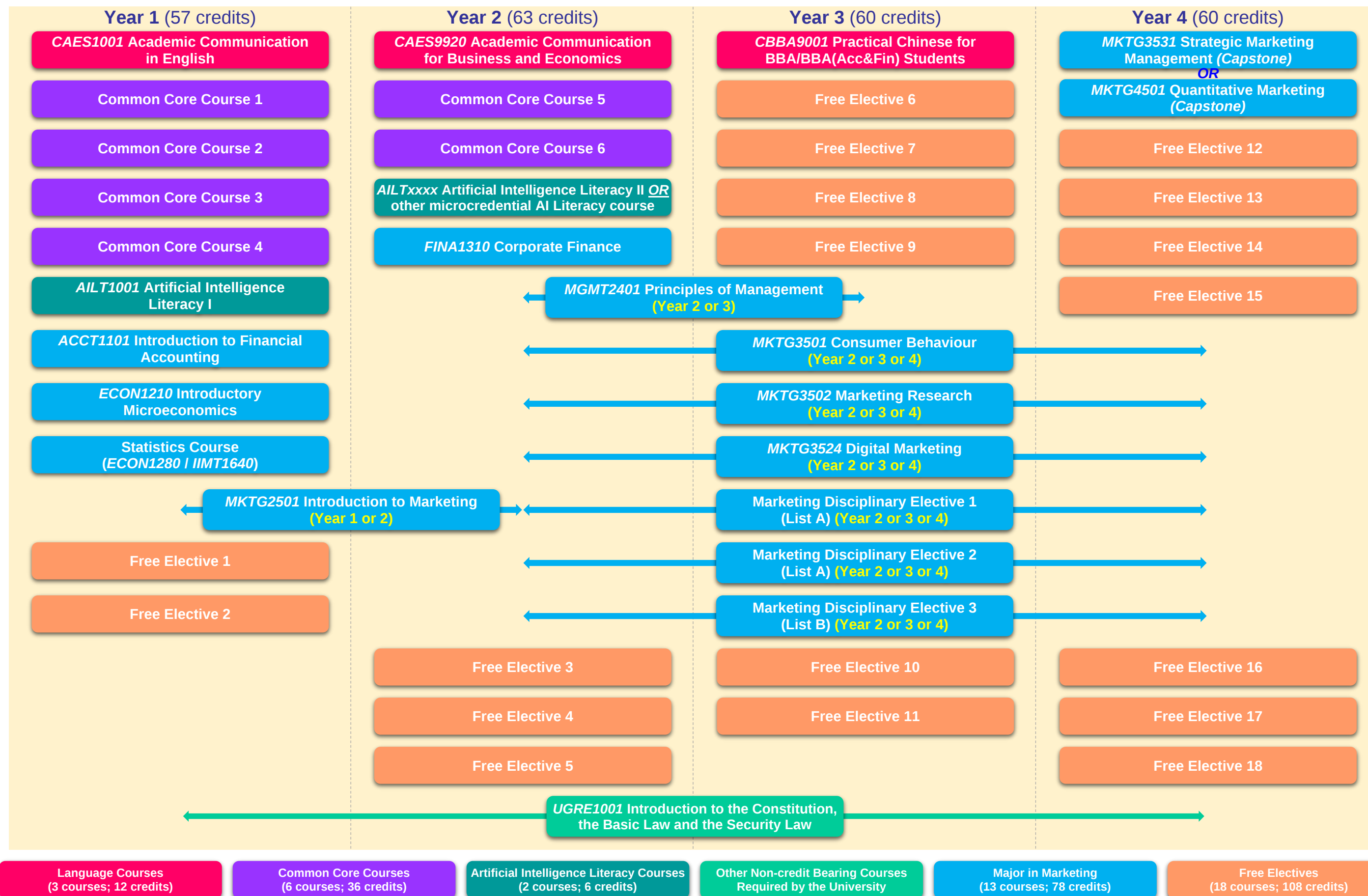












Bachelor of Business Administration [BBA] Curriculum Requirements (Total: 240 credits)
(Please refer to the BBA Degree Syllabuses of the 2026-2027 intake for details.)

1. UG5 Requirements (12 courses; 54 credits)

- (a) Language Courses (3 courses; 12 credits): (i) CAES1001 Academic Communication in English + (ii) CAES9920 Academic Communication for Business and Economics + (iii) CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) Students

- CAES1001 Academic Communication in English (ACE) is a compulsory, non-credit bearing course for all undergraduate students. Students must enrol in CAES1001 in either Semester 1 or 2 of Year 1 unless exemption has been granted.

Students who have achieved Level 5 or above in English Language in HKDSE, or equivalent, in the year of admission (*i.e. 2026, unless otherwise specified in the “[Notes on CAES1001 Academic Communication in English](#)”*; and test result obtained after admission to the University will not be considered) are exempted from the ACE requirement. To apply for exemption from the ACE requirement, students should complete the online application form at the Faculty website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) by the deadline.

- Non-local Putonghua/Mandarin-speaking candidates should complete a 6-credit Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students (*i.e. CUNDxxxx* course) in lieu of CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) Students.

Students who did not study Chinese language during their secondary education and have not reached the required proficiency level to take 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. To apply for exemption from the Chinese language enhancement requirement, students should complete the application form at the Faculty website (<https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms>) and return it to the Faculty Office by the deadline.

**Note: Students taking a Chinese language course may be assigned to a higher-level course (CHIN9502-CHIN9508 or CHIN9512-CHIN9513) based on the results of a placement test.*

- (b) Common Core Courses (6 courses; 36 credits)

Students shall 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 (AoI) with not more than 24 credits being selected within one academic year except where candidates are required to make up for failed credits. Please refer to the Common Core website (<https://commoncore.hku.hk/>) for details.

- (c) Artificial Intelligence Literacy Courses (2 courses; 6 credits): (i) AILT1001 Artificial Intelligence Literacy I + (ii) AILTxxxx Artificial Intelligence Literacy II or other microcredential AI Literacy course

- Students are strongly advised to take AILT1001 either in Semester 1 or 2 of Year 1 as it is a prerequisite for taking the second Artificial Intelligence Literacy course required for graduation. Please refer to the AILT1001 website (<https://ailt.cds.hku.hk/>) for more information.
- The Faculty currently offers two 3-credit Artificial Intelligence Literacy II courses: AILT9021 AI and the Future Economy and AILT9022 AI-Powered Business Applications. While students may fulfil the requirement by completing any Artificial Intelligence Literacy II course, students are strongly encouraged to take either AILT9021 or AILT9022.

- (d) Other Non-credit Bearing Courses Required by the University (1 course; 0 credits): UGRE1001 Introduction to the Constitution, the Basic Law and the National Security Law

UGRE1001 Introduction to the Constitution, the Basic Law and the National Security Law is an online course which adopts a self-directed learning approach. Students have the flexibility to take the course in any semester throughout their period of study. Enrolment on the course is automatic. Please refer to the CEDARS website (<https://www.cedars.hku.hk/ugre1001>) for more information.

2. Compulsory BBA Major

Students are required to complete one of the following BBA Majors: (1) Entrepreneurship, Design and Innovation (EDI), (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing. They should declare a BBA Major via SIS starting from the preliminary course enrolment period in Year 2. The declaration is to be finalised by the end of the add/drop period in Semester 1 of Year 4.

2.1 Major in Entrepreneurship, Design and Innovation (EDI) (13 courses; 78 credits) [Note: Candidates must undergo a selection process arranged by the EDI Programme Coordinator.]

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) ACCT1101 Introduction to Financial Accounting + (ii) ECON1210 Introductory Microeconomics + (iii) FINA1310 Corporate Finance + (iv) Statistics Course (ECON1280 Analysis of Economic Data or IIMT1640 Probability and Statistics for Business)

- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by the Faculty, students will be required to complete an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to complete an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (5 courses; 30 credits): (i) *IIMT2601* Management Information Systems + (ii) *IIMT3623* Design Thinking: Concepts and Applications + (iii) *MGMT2401* Principles of Management + (iv) *MKTG2501* Introduction to Marketing + (v) *STRA4701* Strategic Management
- (c) EDI Disciplinary Electives (3 courses; 18 credits): Students should complete three EDI disciplinary electives (18 credits), of which at least one must be *IIMT3627* Venture and Entrepreneurship Management or *IIMT3689* Cloud Computing: Essential and Application in Entrepreneurship. Please refer to [Attachment I](#) for the list of EDI disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): *IIMT3624* Design Studio

2.2 Major in Finance (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *IIMT1640* Probability and Statistics for Business)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by the Faculty, students will be required to complete an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to complete an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (5 courses; 30 credits): (i) *ECON1220* Introductory Macroeconomics + (ii) *ECON2280* Introductory Econometrics + (iii) *FINA2320* Investments and Portfolio Analysis + (iv) *FINA2322* Derivatives + (v) *MATH1009* Basic Mathematics for Business and Economics or *MATH1013* University Mathematics II
- (c) Business Disciplinary Elective (1 course; 6 credits): *IIMT2601* Management Information Systems or *MGMT2401* Principles of Management or *MKTG2501* Introduction to Marketing
- (d) Finance Disciplinary Electives (2 courses; 12 credits): Please refer to [Attachment I](#) for the list of finance disciplinary electives.
- (e) Capstone Course (1 course; 6 credits): *ECON4200* Senior Seminar in Economics and Finance

2.3 Major in Human Resource Management (HRM) (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *IIMT1640* Probability and Statistics for Business)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by the Faculty, students will be required to complete an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to complete an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (4 courses; 24 credits): (i) *MGMT2401* Principles of Management + (ii) *MGMT3403* Leadership + (iii) *MGMT3434* Human Resource: Theory and Practice + (iv) *STRA4701* Strategic Management
- (c) HRM Disciplinary Electives (4 courses; 24 credits): Please refer to [Attachment I](#) for the list of HRM disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): *MGMT3429* Strategic Human Resources Management

2.4 Major in Information Systems and Analytics (ISA) (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *IIMT1640* Probability and Statistics for Business)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by the Faculty, students will be required to complete an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to complete an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (8 courses; 48 credits): (i) *IIMT2601* Management Information Systems + (ii) *IIMT2641* Introduction to Business Analytics + (iii) *IIMT3601* Database Management or *COMP3278* Introduction to Database Management Systems + (iv) *IIMT3602* Information Systems Analysis and Design or *COMP3297* Software Engineering + (v) *IIMT3603* Project Management + (vi) *IIMT3642* Managing and Mining Big Data + (vii) *IIMT4602* Digital Innovation + (viii) *MGMT2401* Principles of Management
- (c) Capstone Course (1 course; 6 credits): *IIMT4601* Information Systems Project Management

2.5 Major in Marketing (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *IIMT1640* Probability and Statistics for Business)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by the Faculty, students will be required to complete an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to complete an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (5 courses; 30 credits): (i) *MKTG2501* Introduction to Marketing (*Semester 2 if it is to be taken in Year 1*) + (ii) *MKTG3501* Consumer Behaviour + (iii) *MKTG3502* Marketing Research + (iv) *MKTG3524* Digital Marketing + (v) *MGMT2401* Principles of Management
- (c) Marketing Disciplinary Electives (3 courses; 18 credits): Students should complete three marketing disciplinary electives (18 credits), two from List A (12 credits) and one from List B (6 credits). Please refer to [Attachment I](#) for the list of marketing disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): *MKTG3531* Strategic Marketing Management or *MKTG4501* Quantitative Marketing

3. Free Electives (18 courses; 108 credits)

Free electives are courses in any disciplines except Common Core and Chinese Language Enhancement courses. Students may utilise the 108 credits of free electives to fulfil an optional second major and/or minor(s).

[*Note: Students can declare an optional second major/minor(s) via SIS starting from the preliminary course enrolment period in Year 2. Major/minor declaration is to be finalised by the end of the add/drop period in Semester 1 of Year 4.*]

The BBA degree regulations and syllabuses, course descriptions, and course outlines are downloadable from the Faculty website (<https://ug.hkubs.hku.hk>). For enquiries regarding the BBA curriculum, please contact the Faculty Office by email to fbe.undergrad@hku.hk. It is important that you state your full name, university number, curriculum, and year of study in the email.

EDI Disciplinary Electives

Course Code	Course Title	Year of Study	Credits
BUSI1807	Business Consulting Practicum	2 or 3	6
IIMT3621	Creativity and Business Innovation	2 or 3	6
IIMT3626	Values-driven Innovation	2 or 3	6
IIMT3627	Venture and Entrepreneurship Management	2 or 3	6
IIMT3682	IT and Entrepreneurship	3 or 4	6
IIMT3689	Cloud Computing: Essential and Application in Entrepreneurship	3 or 4	6

HRM Disciplinary Electives

Course Code	Course Title	Year of Study	Credits
IIMT2601	Management Information Systems	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
MGMT3404	Cross-cultural Management	2 or 3 or 4	6
MGMT3405	Organizational Behaviour	2 or 3 or 4	6
MGMT3415	Principles of Entrepreneurship	2 or 3 or 4	6
MGMT3416	Storytelling: Global Business Communication	2 or 3 or 4	6
MGMT3475	Current Topics in Human Resource Management	2 or 3 or 4	6
MGMT3476	Managing Organizational Change	2 or 3 or 4	6

Marketing Disciplinary ElectivesList A (Marketing Strategy)

Course Code	Course Title	Year of Study	Credits
MKTG3511	Advertising Management	2 or 3 or 4	6
MKTG3512	Brand Management	2 or 3 or 4	6
MKTG3523	Global Marketing	2 or 3 or 4	6
MKTG3525	Services Marketing	2 or 3 or 4	6
MKTG3526	Innovation and New Product Development	2 or 3 or 4	6

List B (Quantitative Marketing)

Course Code	Course Title	Year of Study	Credits
MKTG3527	Pricing Strategies	2 or 3 or 4	6
MKTG3528	Marketing Analytics	2 or 3 or 4	6
MKTG3529	Social Media Marketing	2 or 3 or 4	6
MKTG3530	Big Data Marketing	2 or 3 or 4	6
MKTG3532	Platform Business Models and the Sharing Economy	2 or 3 or 4	6

Business Disciplinary Electives

Course Code	Course Title	Year of Study	Credits
IIMT2601	Management Information Systems	2 or 3 or 4	6
MGMT2401	Principles of Management	2 or 3 or 4	6
MKTG2501	Introduction to Marketing	2 or 3 or 4	6

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
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
FINA2345	Wealth Planning - Trust and Insurance	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
FINA2387	Wealth Management for the Chinese Market	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
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

(*Note: The courses listed above may not be offered every year.)

Last updated in August 2026