HKU BUSINESS SCHOOL 港大經管學院 | Bachelor of Business Administration in Accounting Data Analytics 工商管理學學士（會計數據分析）

Year 1 (57 credits)

- **CAES1001** Academic Communication in English
- **Common Core Course 1**
- **Common Core Course 2**
- **Common Core Course 3**
- **Common Core Course 4**
- **AILT1001** Artificial Intelligence Literacy I
- **ACCT1101** Introduction to Financial Accounting
- **ECON1210** Introductory Microeconomics
- **Statistics Course** (*ECON1280 / IIMT1640*)
- **IIMT2602** Business Programming
  - *OR*
- **COMP1117** Computer Programming
- **Free Elective 1**

Year 2 (63 credits)

- **CAES9920** Academic Communication for Business and Economics
- **Common Core Course 5**
- **Common Core Course 6**
- **AILTxxxx** Artificial Intelligence Literacy II OR other microcredential AI literacy course
- **FINA1310** Corporate Finance
- **ACCT2102** Intermediate Financial Accounting I
- **ACCT2105** Introduction to Management Accounting
- **BUSI3801** Business Law
- **IIMT2641** Introduction to Business Analytics

Year 3 (60 credits)

- **CBBA9001** Practical Chinese for BBA/BBA(Acc&Fin) Students
- **ACCT3103** Intermediate Financial Accounting II
- **ACCT3106** Management Control
- **ACCT3107** Hong Kong Taxation
- **BUSI3803** Company Law
- **IIMT3636** Decision and Risk Analysis I

Year 4 (60 credits)

- **ACCT3109** Auditing
- **ACCT3112** Accounting Data Management and Analytics *(Capstone)*
- **ACCT4104** Advanced Financial Accounting
- **Free Elective 3**
- **Free Elective 4**
- **Free Elective 5**

(spanning Year 2/3/4)

- **IIMT2601** Management Information Systems (Year 2 or 3)
- **MGMT2401** Principles of Management (Year 2 or 3)
- **MKTG2501** Introduction to Marketing (Year 2 or 3)
- **ECON1220** Introductory Macroeconomics (Year 3 or 4)
- **FINA2320** Investments and Portfolio Analysis (Year 3 or 4)
- **IIMT3642** Managing and Mining Big Data (Year 3 or 4)
- **IIMT3686** Information Systems Audit and Control (Year 3 or 4)
- **ADA Disciplinary Elective 1** (Year 2 or 3 or 4)
- **ADA Disciplinary Elective 2** (Year 2 or 3 or 4)
- **Free Elective 2**

Legend

- **Non-credit Bearing Course under UG5**
- **Language Courses** (2 courses; 12 credits)
- **Common Core Courses** (6 courses; 36 credits)
- **Artificial Intelligence Literacy Courses** (2 courses; 6 credits)
- **Professional Core in Accounting Data Analytics** (26 courses; 156 credits)
- **Free Electives** (5 courses; 30 credits)

Bachelor of Business Administration in Accounting Data Analytics [BBA(ADA)] Curriculum Requirements (Total: 240 credits)
(Please refer to the BBA(ADA) Degree Syllabus of the 2025-2026 intake for details.)

1. **UG5 Requirements (12 courses; 54 credits)**

   (a) Language Courses (2 courses; 12 credits): (i) *CAES9920* Academic Communication for Business and Economics + (ii) *CBBA9001* Practical Chinese for BBA/BBA(Acc&Fin) Students

   - Non-local Putonghua/Mandarin-speaking candidates should take 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 School website (https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms) and return it to the Faculty Office by the deadline.

   (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 highly encouraged 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.

   (d) Non-credit Bearing Courses under UG5 (2 courses; 0 credits):

   - *CAES1001* Academic Communication in English (ACE) is a compulsory 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. 2025, unless otherwise specified below; 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 School website (https://ug.hkubs.hku.hk/support-and-development/useful-info/downloadable-forms) by the deadline.

   - *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-GE website (https://www.cedars.hku.hk/ge/ugre1001.html) for more information.

2. **Professional Core in Accounting Data Analytics (26 courses; 156 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 HKU Business School, students will be required to take 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 take 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 (19 courses; 114 credits): (i) *ACCT2102* Intermediate Financial Accounting I + (ii) *ACCT2105* Introduction to Management Accounting + (iii) *ACCT3103* Intermediate Financial Accounting II + (iv) *ACCT3106* Management Control + (v) *ACCT3107* Hong Kong Taxation + (vi) *ACCT3109* Auditing + (vii) *ACCT4104* Advanced Financial Accounting + (viii) *BUSI3801* Business Law + (ix) *BUSI3803* Company Law + (x) *ECON1220* Introduction to Macroeconomics + (xi) *FINA2320* Investments and Portfolio Analysis + (xii) *IIMT2601* Management Information Systems + (xiii) *IIMT2602* Business Programme or *COMP1117* Computer Programming + (xiv) *IIMT2641* Introduction to Business Analytics + (xv) *IIMT3636* Decision and Risk Analysis I + (xvi) *IIMT3642* Managing and Mining Big Data + (xvii) *IIMT3686* Information Systems Audit and Control + (xviii) *MGMT2401* Principles of Management + (xix) *MKTG2501* Introduction to Marketing

   (c) ADA Disciplinary Electives (2 courses; 12 credits): Please refer to Attachment I for the list of ADA disciplinary electives.

   (d) Capstone Course (1 course; 6 credits): *ACCT3112* Accounting Data Management and Analytics

3. **Free Electives (5 courses; 30 credits)**

   Free electives are courses in any disciplines except Common Core and Chinese Language Enhancement courses.

   [Note: Students can declare an optional minor 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(ADA) degree regulations and syllabus, course descriptions, and course outlines are downloadable from the School website (https://ug.hkubs.hku.hk/). For enquiries regarding the BBA(ADA) 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.

ADA Disciplinary Electives

Course Code	Course Title	Year of Study	Credits
COMP2113	Programming Technologies	2 or 3	6
COMP2119	Introduction to Data Structures and Algorithms	2 or 3	6
COMP3320	Electronic Commerce Technology	2 or 3 or 4	6
COMP3355	Cyber Security	2 or 3 or 4	6
IIMT3601 *or*	Database Management *or*	2 or 3 or 4	6
COMP3278	Introduction to Database Management System	2 or 3 or 4	6
IIMT3602 *or*	Information Systems Analysis and Design *or*	2 or 3 or 4	6
COMP3297	Software Engineering	2 or 3 or 4	6
IIMT3603	Project Management	3 or 4	6
IIMT3641	Introduction to Financial Analytics	3 or 4	6
IIMT3643	Data Visualization and Visual Analytics	3 or 4	6
IIMT3688 *or*	Advanced AI Applications in Business *or*	3 or 4	6
COMP3270	Artificial Intelligence	3 or 4	6

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

Last updated in August 2025