

**SYLLABUSES FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING DATA ANALYTICS  
[BBA(ADA)]**

These syllabuses apply to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2025-26 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

Professional Core in Accounting Data Analytics [156 credits]

- Disciplinary core courses	144 credits
- Disciplinary electives	12 credits

Free Electives [30 credits]	30 credits
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Total credits for degree programme	240 credits
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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 <sup>#</sup>	Academic communication in English*	1	0
CAES9920	Academic communication for business and economics*	2	6
CBBA9001 <sup>^</sup> <i>or</i>	Practical Chinese for BBA/BBA(Acc&Fin) students* <i>or</i>	3	6
CUNDxxxx <sup>^</sup>	Chinese Language Enhancement Programme course for non-local Putonghua/Mandarin-speaking students	1 or 2 or 3	

<sup>#</sup> 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.

<sup>^</sup> Candidates are required to successfully complete the 6-credit “CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) 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 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.

### (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 all 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 <i>or</i> 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. Professional Core in Accounting Data Analytics [156 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
<b>Faculty Core courses – complete all of the following courses:</b>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<b>Statistics requirement – choose one of the following:</b>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
IIMT1640	Probability and statistics for business		
FINA1310	Corporate finance	2	6

Course code	Course title	Year of study	Credits
<b>Disciplinary Core courses – complete all of the following courses:</b>			
IIMT2602 <i>or</i>	Business programming <i>or</i>	1	6
COMP1117	Computer programming		
ACCT2102	Intermediate financial accounting I	2	6
ACCT2105	Introduction to management accounting	2	6
BUSI3801	Business law	2	6
IIMT2641	Introduction to business analytics	2	6
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
ACCT3103	Intermediate financial accounting II	3	6
ACCT3106	Management control	3	6
ACCT3107	Hong Kong taxation	3	6
BUSI3803	Company law	3	6
IIMT3636	Decision and risk analysis I	3	6
ECON1220	Introductory macroeconomics	3 or 4	6
FINA2320	Investments and portfolio analysis	3 or 4	6
IIMT3642	Managing and mining big data	3 or 4	6
IIMT3686	Information systems audit and control	3 or 4	6
ACCT3109	Auditing	4	6
ACCT4101	Seminar in accounting data analytics* (Capstone course)	4	6
ACCT4104	Advanced financial accounting	4	6
<b>Disciplinary Electives – complete two of the following courses:</b>			
COMP2113	Programming technologies	2 or 3	12
COMP2119	Introduction to data structures and algorithms	2 or 3	
IIMT3601 <i>or</i>	Database management <i>or</i>	2 or 3 or 4	
COMP3278	Introduction to database management system		
IIMT3602 <i>or</i>	Information systems analysis and design <i>or</i>	2 or 3 or 4	
COMP3297	Software engineering		
COMP3320	Electronic commerce technology	2 or 3 or 4	
COMP3355	Cyber security	2 or 3 or 4	
IIMT3603	Project management	3 or 4	
IIMT3641	Introduction to financial analytics	3 or 4	
IIMT3643	Data visualization and visual analytics	3 or 4	
IIMT3688 <i>or</i>	Advanced AI applications in business <i>or</i>	3 or 4	
COMP3270	Artificial intelligence		

### 3. Free Electives [30 credits] – any courses except Common Core courses

#### REFERENCE TABLE

Year	Lang.	Common Core	AI Literacy	Professional Core in Accounting Data Analytics	Free Electives	Total
I	0 credits	24 credits	3 credits	24 credits	6 credits	57 credits
II	6 credits	12 credits	3 credits	42 credits	-	63 credits
III	6 credits	-	-	48 credits	6 credits	60 credits
IV	-	-	-	42 credits	18 credits	60 credits
<b>Total</b>	12 credits	36 credits	6 credits	156 credits	30 credits	240 credits