

**REGULATIONS FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN CONJUNCTION WITH  
THE DEGREE OF BACHELOR OF ENGINEERING (BEng)**

*These regulations apply to BEng graduates admitted to the fourth year of study in the academic year 2010-2011 and thereafter.*

*(See also General Regulations)*

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**Admission to the degree**

1. To be eligible for admission to the degree of Bachelor of Business Administration, candidates shall
    - (a) comply with the General Regulations;
    - (b) hold a degree of BEng from The University of Hong Kong.; and
    - (c) have successfully completed the 57 credits required by the Faculty of Business and Economics as specified in the BEng syllabuses.
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**Length of study**

2. The curriculum shall normally require two semesters of full-time study, spreading over one academic year.
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**Completion of the curriculum**

3. To complete the curriculum, candidates
    - (a) shall be required to satisfactorily complete at least 60 credits of courses, in a manner as prescribed in the syllabuses;
    - (b) shall normally select not less than 24 and not more than 39 credits of courses in each regular semester; and not more than 78 credits in an academic year<sup>1</sup>, unless otherwise permitted or required by the Dean of the Faculty or his designate; and
    - (c) may be required by the Dean of the Faculty or his designate to take a reduced study load if their academic progression is unsatisfactory.
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**Selection of courses**

4. Candidates shall select courses in accordance with these regulations and the guidelines specified in the syllabuses before the beginning of each semester. Changes to the selection of courses may be made during an add-drop period designated for each semester, and such changes shall not be reflected in the transcript of the candidates. Requests for changes after the designated add-drop period of a semester shall not be considered, and candidates withdrawing from any course without permission after the designated add-drop period of a semester shall be given an F grade.
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**Major**

5. At the beginning of the year, candidates shall indicate their major. Candidates are required to complete one of the following majors: (1) Finance. (2) Human resource management (HRM) or (3) Marketing, unless otherwise permitted by the Dean of the Faculty of Business and Economics or his designate.

**Assessment**

6. Candidates shall be assessed for each of the courses which they have registered for, and assessment may be conducted in any one or any combination of the following manners: written examinations or tests, continuous assessment of performance, laboratory work, field work, research or project reports, or in any other manner as specified in the syllabuses.

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**Grades**

7. Grades shall be awarded in accordance with UG 5 of the Regulations for First Degree Curricula.

8. Candidates shall not be permitted to repeat courses for which they have received a pass grade for upgrading purposes.

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**Absence from examination**

9. Failure to take the examination as scheduled will automatically result in course failure under normal circumstances. Candidates who are unable, because of illness or other acceptable reason, to be present at any examinations of a course, may apply for permission to present themselves for examination at some other time.

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**Failure in examination**

10. Candidates who have failed a course will be required to retake the course again or to take another course as substitution in the case of failure in an elective course.

11. The maximum number of attempts for a particular course or requirement, including retakes and re-examinations, is three.

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**Unsatisfactory performance**

12. Candidates shall be put on probation, in accordance with the arrangements of the Faculty, if their semester GPA is lower than 1.5 in any regular semester; and shall be recommended for discontinuation under the provisions of General Regulations G 12 if their semester GPA is lower than 1.5 for two consecutive regular semesters disregarding any summer semester or period of leave of absence in between.

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**Award of degree**

13. To be eligible for the award of the degree of Bachelor of Business Administration, candidates shall have

- (a) achieved a cumulative GPA of 1.5 or above;
- (b) completed the curriculum and satisfied the examiners in accordance with the regulations as set out above; and
- (c) satisfied the requirements in the General Regulations.

**Degree classification**

14. The degree of Bachelor of Business Administration shall be awarded in five divisions:

First Class Honours  
 Second Class Honours Division One  
 Second Class Honours Division Two  
 Third Class Honours  
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15. The classification of honours shall be determined by the Board of Examiners at its full discretion by taking into account the overall performance of the candidates and other relevant factors as appropriate.

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<sup>1</sup> An 'academic year' comprises two regular semesters, with dates as prescribed by the Senate each year. A 'summer semester' may be organised in addition to the two regular semesters.

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**SYLLABUSES FOR THE DEGREE OF  
 BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN CONJUNCTION WITH  
 THE DEGREE OF BACHELOR OF ENGINEERING (BEng)**

*These syllabuses apply to BEng graduates admitted to the fourth year of study in the academic year 2010-2011 and thereafter.*

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1. The courses listed will not necessarily be offered every year; from time to time, depending on the exigencies of staffing, additional courses may be offered. The School of Business will only offer majors and electives for which sufficient student demand has been expressed in any one year.
  2. For courses offered by the School of Business, the final examination is normally 2 hours in length, unless otherwise specified by individual teacher at the start of the semester. Final grading will be determined by performance in the examination and an assessment of coursework in a ratio that is to be announced by the teacher at the beginning of each semester.
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**YEAR FOUR**

To complete the curriculum, candidates must successfully complete all courses listed as follows:

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0081.</b>	<b>Advanced business communication skills <i>or</i></b>	<b>6</b>
<b>ECEN2908.</b>	<b>Advanced business communication skills</b>	
<b>BUSI1001.</b>	<b>Business law</b>	<b>6</b>
<b>BUSI0009.</b>	<b>Business policy</b>	<b>6</b>
<b>BUSI0023.</b>	<b>Operations and quality management <i>or</i></b>	<b>6</b>
<b>BUSI0036.</b>	<b>Quantitative analysis for business decisions I <i>or</i></b>	
<b>ECON1002.</b>	<b>Introduction to economics II <i>or</i></b>	
<b>xxxxx.</b>	<b>Intra-faculty electives<sup>^</sup></b>	<b>6-12</b>
<b>xxxxx.</b>	<b>Major core courses<sup>*</sup></b>	<b>24-36</b>

<sup>^</sup> The credits of intra-faculty electives to be taken will depend on the credits of major core courses to be taken.

<sup>\*</sup> Candidates shall indicate their major at the beginning of the academic year. Candidates are required to complete one of the following majors: (1) Finance, (2) Human resource management (HRM) or (3) Marketing, unless otherwise permitted by the Dean of the Faculty of Business and Economics or his designate. Please consult the full syllabuses of the BBA programme for details