

**REGULATIONS FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION /  
BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING AND FINANCE  
[BBA/BBA(Acc&Fin)]**

*These regulations apply to students admitted to the first year of study in the academic year 2004-2005 and thereafter.*

*(See also General Regulations and Regulations for First Degree Curricula)*

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**Admission to the degree**

**BBA/A&F 1** To be eligible for admission to the degree of Bachelor of Business Administration or Bachelor of Business Administration in Accounting and Finance, candidates shall

- (a) comply with the General Regulations;
  - (b) comply with the Regulations for First Degree Curricula; and
  - (c) satisfy all the requirements of the curriculum in accordance with the regulations that follow and the syllabuses of the degree.
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**Length of study**

**BBA/A&F 2** The curriculum shall normally require six semesters of full-time study, spreading over three academic years. Candidates shall in any case be required to complete the curriculum within five academic years, unless otherwise permitted by the Dean of the Faculty or his designate.

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**Completion of the curriculum**

**BBA/A&F 3** To complete the curriculum, candidates

- (a) shall satisfy the requirements prescribed in UG 3 of the Regulations for First Degree Curricula;
  - (b) shall enrol and attempt examination in not less than 180 credits of courses, in the manner specified in the syllabuses. In addition, candidates may submit the TOEFL examination score for record on their transcript, if they so wish;
  - (c) shall normally be required to satisfactorily complete at least 60 credits of courses in an academic year, in a manner as prescribed in the syllabuses;
  - (d) 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;
  - (e) may select not more than 12 credits of courses in each summer semester<sup>2</sup>, unless otherwise permitted or required by the Dean of the Faculty or his designate;
  - (f) 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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**Advanced standing**

**BBA/A&F 4** Advanced standing may be granted to candidates in recognition of studies completed successfully in an approved institution of higher education elsewhere in accordance with UG 2 of the Regulations for First Degree Curricula. Advanced credits granted shall not be included in the calculation of the Semester GPA, Cumulative GPA or taken into consideration for the honours classification of the degree to be awarded.

### **Selection of courses**

**BBA/A&F 5** 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.

**BBA/A&F 6** Candidates shall not be permitted to select a second- or third-year course for which the failed course forms a prerequisite unless permission is given by the department concerned to sit a qualifying examination in the failed course and satisfy the examiners in this.

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### **Assessment**

**BBA/A&F 7** 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**

**BBA/A&F 8** Grades shall be awarded in accordance with UG 5 of the Regulations for First Degree Curricula.

**BBA/A&F 9** 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**

**BBA/A&F 10** 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 a supplementary at some other time. Failure to sit for the supplementary examination as arranged shall automatically result in course failure.

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### **Failure in examination**

**BBA/A&F 11** 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.

**BBA/A&F 12** The maximum number of attempts for a particular course or requirement, including retakes and re-examinations, is three.

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### **Unsatisfactory performance**

**BBA/A&F 13** 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.

**Award of degree**

**BBA/A&F 14** To be eligible for the award of the degree of BBA or BBA(Acc&Fin), candidates shall have

- (a) achieved a cumulative GPA of 1.5 or above;
  - (b) accumulated a minimum of 180 credits and passed all the compulsory courses required in the syllabuses; and
  - (c) satisfied the requirements in UG 3 of the Regulations for First Degree Curricula.
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**Degree classification**

**BBA/A&F 15** The degree of Bachelor of Business Administration or the degree of Bachelor of Business Administration in Accounting and Finance shall be awarded in five divisions:

First Class Honours  
Second Class Honours Division One  
Second Class Honours Division Two  
Third Class Honours  
Pass

**BBA/A&F 16** 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.

<sup>2</sup> Students are normally not allowed to take summer course(s) in their final-year of study.

## SYLLABUSES FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

*These syllabuses apply to students admitted to the first year of study in the academic year 2009-2010 and thereafter.*

1. Candidates must enroll and attempt examination in not less than 180 credits of courses in accordance with the regulations and the syllabuses. In addition, the 180 credits of courses should be completed in the following manner:

(a)

<i>Types of courses</i>	<i>(1) Business Design and Innovation major</i>	<i>(2) HRM major</i>	<i>(3) Marketing major</i>	<i>(4) Wealth Mgmt major</i>	<i>(5) French as Second major</i>
<i>Language/Information Technology/Broadening courses*</i>	27	27	27	27	27
<i>Core courses</i>	75	66	66	81	66-81
<i>Major core courses</i>	66	42	48	66	90-114 #
<i>Intra-faculty electives</i>	0	18	12	0	0
<i>Electives<sup>^</sup></i>	12	27	27	6	0
<i>Total credits</i>	180	180	180	180	183-222

(b) For candidates who take French as a second major, the total core requirements are:

<b>BDI + French</b>	<b>HRM + French</b>	<b>Marketing + French</b>	<b>Wealth Management + French</b>
66 + 48 = 114 credits	42 + 48 = 90 credits	48 + 48 = 96 credits	66 + 48 = 114 credits

# French major core courses: 48 credits

2. Major  
At the end of the first year, candidates shall indicate their major. During their year two and three studies, candidates are required to complete one of the following majors: (1) Business Design and Innovation (BDI); (2) Human Resource Management (HRM); (3) Marketing or (4) Wealth Management, unless otherwise permitted by the Dean of the Faculty or his designate. Candidates can choose to take (5) French as a second major in addition to their business major<sup>#</sup>. The list of courses of each major is set out below. Courses shall not be double-counted. Candidates who are able to complete more than one major are permitted to have the second major recorded on the transcript.
3. Minor (optional): Candidates are given an option to pursue minor(s) according to the criteria listed in the section of "Minor Programs Available to FBE students".
4. To fulfill the graduation requirement of this degree as specified by the Board of the Faculty of Business and Economics in accordance with UG 3 of the Regulations for First Degree Curricula, candidates must satisfactorily complete the credits of courses with an asterisk (\*) beside. Those courses are in one of the following areas of study: English language studies, Chinese language studies, science and technology, culture and value studies, and information technology.

5. 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.
6. There are no prerequisites for admission to these courses unless otherwise specified.
7. 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.
8. Candidates are required to take at least one 6-credit HKU course as prescribed in the syllabuses, with international or global content, and excluding courses for the fulfillment of Science and technology, Culture and value requirement, or any language courses. See the list of “International/Global Content Course for FBE Students” on page 549.
9. Candidates are not permitted to enrol in courses where significant portions of the course contents overlap with each other, or where the courses are mutually exclusive. See the list of “Mutually Exclusive Course for FBE Students” on page 550.
10. Each candidate shall be required to take an Entrance English test at the commencement of studies and an Exit English test prior to graduation.

\* Courses are marked with an asterisk (\*) in the syllabus. Candidates who cannot complete Science and Technology, Cultural and Value or broadening requirements by the end of the academic year 2009-10 shall be required to fulfill the outstanding requirement by taking a Common Core course in lieu of from the academic year 2010-11 onwards.

# Candidates who choose to major in French must also choose another business major. The option of declaring a second major in French is applicable only to candidates admitted to the first year of study in the academic year and thereafter.

^ Electives: Any courses offered by the Faculty of Business and Economics or other faculties, including broadening courses.

## YEAR ONE

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>	<i>Business Design and Innovation only</i>	<i>HRM / Marketing Major</i>	<i>Wealth Management Major only</i>	<i>French Major plus Another Business Major</i>
<b>BUSI1002.</b>	<b>Introduction to accounting<sup>1</sup></b>	6	✓	✓	✓	✓
<b>BUSI1003.</b>	<b>Introduction to management information systems*</b>	6	✓	✓	✓	✓ (BUSI1003 or BUSI1004) <sup>3</sup>
<b>BUSI1004.</b>	<b>Marketing</b>	6	✓	✓	✓	
<b>BUSI1007.</b>	<b>Principles of management</b>	6	✓	✓	✓	✓
<b>ECEN1906.</b>	<b>English for academic communication for business students*</b>	3	✓	✓	✓	✓
<b>ECEN1907.</b>	<b>Business communication*</b>	3	✓	✓	✓	✓
<b>ECON1001.</b>	<b>Introduction to economics I</b>	6	✓	✓	✓	✓
<b>FINA1003.</b>	<b>Corporate finance<sup>2</sup></b>	6	✓	✓	✓	✓
<b>LANG1001.</b>	<b>French language - I.1</b>	6	-	-	-	✓
<b>LANG1002.</b>	<b>French language - I.2</b>	6	-	-	-	✓

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>	<i>Business Design and Innovation only</i>	<i>HRM / Marketing Major</i>	<i>Wealth Management Major only</i>	<i>French Major plus Another Business Major</i>
	<b>Statistics requirement :</b>					
<b>STAT0302.</b> <b>STAT1306.</b> <b>ECON1003.</b>	<b>Business statistics <i>or</i> Introductory statistics <i>or</i> Analysis of economic data</b>	6	✓	✓	✓	✓
<b>xxxxx.</b> <b>xxxxx.</b>	<b>Culture and value studies* <i>or</i> Free inter-faculty elective*</b>	-	✓ (3-9 credits)	✓ (3 credits)	✓ (3 credits)	-
<b>xxxxx.</b>	<b>Science and technology studies*</b>	3	-	✓	✓	-
<b>xxxxx.</b>	<b>Humanities and Social Sciences Studies</b>	-	✓ (3-9 credits)	-	-	-
<b>xxxxx.</b>	<b>Broadening courses/inter-faculty electives*</b>	6	-	✓	✓	-
<b>BUSI0082.</b>	<b>Professional preparation program I</b>	-	✓	✓	✓	✓
<b>Summer preceding Year 2: Fieldtrip with the possibility of taking courses in a university abroad</b>		-	✓	-	-	-

✓ *Required to take*

## YEAR TWO

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>	<i>Business Design and Innovation only</i>	<i>HRM / Marketing Major</i>	<i>Wealth Management Major only</i>	<i>French Major plus Another Business Major</i>
<b>BUSI0023.</b>	<b>Operations and quality management</b>	6	-	-	✓	-
<b>BUSI0027.</b>	<b>Management accounting I</b>	6	✓	✓	✓	✓
<b>BUSI0081.</b> <b>ECEN2908.</b>	<b>Advanced business communication skills <i>or</i> Advanced business communication skills</b>	6	✓	✓	✓	✓
<b>BUSI1001.</b>	<b>Business law</b>	6	✓	✓	✓	✓
<b>BUSI1003.</b> <b>BUSI1004.</b>	<b>Introduction to management information systems*<sup>3</sup> <i>or</i> Marketing<sup>3</sup></b>	6	-	-	-	✓
<b>BUSI2002.</b>	<b>Internship (Summer preceding Year 3)</b>	-	✓	-	✓	-
<b>BUSI3002.</b>	<b>Leadership development programme</b>	3	✓	-	✓	-
<b>xxxxx.</b>	<b>Major core courses</b>	-	18	6 - 33 credits	18 - 36 credits	18 - 36 credits

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>	<i>Business Design and Innovation only</i>	<i>HRM / Marketing Major</i>	<i>Wealth Management Major only</i>	<i>French Major plus Another Business Major</i>
<b>CBBA0001.</b>	<b>Practical Chinese language course for business, economics and finance students*</b>	3	✓	✓	✓	✓
<b>ECON1002.</b>	<b>Introduction to economics II</b>	6	✓	-	✓	-
<b>LANG2063.</b>	<b>French II.1</b>	6	-	-	-	✓
<b>LANG2064.</b>	<b>French II.2</b>	6	-	-	-	✓
<b>LANG2065.</b>	<b>French culture and society</b>	6	-	-	-	✓
<b>xxxxx.</b>	<b>Intra-faculty electives/Electives<sup>4</sup></b>	-	12	6 - 33 credits	0 - 6 credits	-

✓ *Required to take*

### YEAR THREE

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>	<i>Business Design and Innovation only</i>	<i>HRM / Marketing Major</i>	<i>Wealth Management Major only</i>	<i>French Major plus Another Business Major</i>
<b>BUSI0009.</b>	<b>Business policy</b>	6	✓	✓	✓	✓
<b>BUSI0023.</b>	<b>Operations and quality management <i>or</i></b>	6	✓	✓	-	✓
<b>BUSI0036.</b>	<b>Quantitative analysis for business decisions I <i>or</i></b>		(BUSI0023)			
<b>ECON1002.</b>	<b>Introduction to economics II<sup>#</sup></b>					
<b>BUSI0044.</b>	<b>International Business</b>	6	-	-	✓	-
<b>xxxxx.</b>	<b>Major core courses</b>	-	18	6 - 42 credits	30 - 48 credits	24 - 48 credits
<b>LANG3057.</b>	<b>French III.1</b>	6	-	-	-	✓
<b>LANG3058.</b>	<b>French III.2</b>	6	-	-	-	✓
<b>LANG3005.</b>	<b>French &amp; business</b>	3	-	-	-	✓
<b>LANG3038.</b>	<b>French in France (a 4-week linguistic stay in France during the summer preceding year three)</b>	3	-	-	-	✓
<b>xxxxx.</b>	<b>Culture and value studies* <i>or</i></b>	3	-	-	-	✓
<b>xxxxx.</b>	<b>Free inter-faculty elective*</b>					
<b>xxxxx.</b>	<b>Science and technology studies*</b>	3	-	-	-	✓
<b>xxxxx.</b>	<b>Broadening courses/Inter-faculty electives*</b>	6	-	-	-	✓

xxxxx.	Intra-faculty electives/Electives <sup>4</sup>	-	-	6 - 42 credits	0 - 6 credits	-
xxxxx.	Courses of Architecture or Arts and Social Sciences	30	✓	-	-	-

✓ *Required to take*

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## BUSINESS DESIGN AND INNOVATION MAJOR

Students majoring in Business Design and Innovation are strongly recommended to take the required courses in the following order of study:

### YEAR TWO

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>ARCHxxxx.</b>	<b>Architectural design studio</b>	6
<b>BUSI0094.</b>	<b>Managing Business transformation</b>	6
<b>BUSI0095.</b>	<b>Creativity and business innovation</b>	6
<b>Total:</b>		<b>18</b>

### YEAR THREE

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0015.</b>	<b>Entrepreneurship</b> <i>or</i>	6
<b>BUSI3602.</b>	<b>IT and entrepreneurship</b>	6
<b>BUSI0038.</b>	<b>Services Marketing</b>	6
<b>BUSI0098.</b>	<b>Project Management</b>	6

**Electives from the list below:** 30

#### Non-FBE Electives (Architecture)

- ARCHXXXX. A Tale of Architecture (Proposed new Common Core course)
- ARCH1003. History and Theory of Architecture I
- ARCH1004. History and Theory of Architecture II
- ARCH1007. Visual Communications I
- ARCH1008. Visual Communications II
- ARCH1011. & ARCH1012. Architecture and the Creative Industries I & II
- ARCH2011. Urbanism I: Urban Design
- ARCH3016. Digital Media in Architecture
- ARCH3017. Analysis of Modern Architecture
- ARCH4005. Building Structures and Systems
- YARC0005. Architecture and the Creative Industries
- YARC0006. Cultural Sustainability: Understanding Hong Kong's Cultural Heritage and Its Conservation
- YARC0007. Architecture of Theories – Appreciation of Integrative Approach to the Built Environment
- YARC0008. Designing for Disability

#### Non-FBE Electives (Arts and Social Sciences)

- CLIT2025. Visual Culture
- CLIT2050. Globalization and Culture
- FINE1001. Introduction to Western Art History
- FINE1006. Art and Society



- FINE1007. Introduction to Photography Theory
- FINE1008. Introduction to Arts of Asia
- FINE2031. The Rise of Modern Architecture
- GEOG2061. Cultural Heritage Management and Tourism
- MUSI2019. Music and Society
- MUSI1005. Introduction to Music of the World
- MUSI1014. Aural Skills
- MUSI1019/1020. Fundamentals of Tonal Music I/II
- SOCI0009. Culture and Society
- SOCI0063. Multicultural Societies and Modern Identities

## HUMAN RESOURCE MANAGEMENT MAJOR

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0026.</b>	<b>Employment and labour relations</b>	6
<b>BUSI0029.</b>	<b>Human resource management and business strategy</b>	6
<b>BUSI0034.</b>	<b>Human resource: theory and practice</b>	6
<b>BUSI1005.</b>	<b>Organizational behaviour</b>	6
<b>Total:</b>		<b>24</b>

Select 18 credits from the following:

<b>BUSI0015.</b>	<b>Entrepreneurship, creativity and innovation</b>	6
<b>BUSI0023.</b>	<b>Operations and quality management</b>	6
<b>ECON0103.</b>	<b>Economics of human resources</b>	6
<b>POLI0037.</b>	<b>Managing people in public organizations</b>	6
<b>PSYC0063.</b>	<b>Industrial/organizational psychology</b>	6
<b>BUSI0075.</b>	<b>Current topics in human resource management</b>	6

## MARKETING MAJOR

Students majoring in Marketing are strongly recommended to take the required courses in the following order of study:

### YEAR TWO

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0004.</b>	<b>Advertising management</b>	6
<b>BUSI0031.</b>	<b>Marketing research</b>	6
<b>BUSI0050.</b>	<b>Consumer behaviour</b>	6
<b>Total:</b>		<b>18</b>

### YEAR THREE

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0038.</b>	<b>Services marketing</b>	6
<b>BUSI0071.</b>	<b>Strategic marketing management</b>	6
<b>Total:</b>		<b>12</b>

Select 18 credits from the following to take in Year two or three:

<b>BUSI0022.</b>	<b>International marketing</b>	6
<b>BUSI0066.</b>	<b>Marketing on the commercial internet</b>	6
<b>BUSI3511.</b>	<b>Selective topics in marketing strategy</b>	6
<b>BUSI3512.</b>	<b>Developing marketing competence through branding</b>	6

**WEALTH MANAGEMENT MAJOR**

Students majoring in Wealth Management are strongly recommended to take the required courses in the following order of study:

**YEAR TWO**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0018.</b>	<b>Hong Kong taxation</b>	6
<b>FINA0301.</b>	<b>Derivatives</b>	6
<b>FINA2802.</b>	<b>Investments and portfolio analysis</b>	6
<b>Total:</b>		<b>18</b>

**YEAR THREE**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0038.</b>	<b>Services marketing</b>	6
<b>BUSI0050.</b>	<b>Consumer behavior</b>	6
<b>FINA0106.</b>	<b>Insurance: theory and practice</b>	6
<b>FINA0804.</b>	<b>Fixed income securities</b>	6
<b>FINAxxxx.</b>	<b>Structured products</b>	6
<b>Total:</b>		<b>30</b>

Select 18 credits from the following:

<b>BUSI0094.</b>	<b>Managing business transformation</b>	6
<b>FINA0102.</b>	<b>Financial markets and institutions</b>	6
<b>FINA0805.</b>	<b>Real estate finance</b>	6
<b>FINA1001.</b>	<b>Financial statement analysis</b>	6
<b>FINA3806.</b>	<b>Risk management</b>	6
<b>PSYC0023.</b>	<b>Psychology of human communications</b>	6
<b>PSYC0040.</b>	<b>Cross-culture psychology</b>	6
<b>PSYC0051.</b>	<b>Perception</b>	6
<b>PSYC1001.</b>	<b>Introduction to psychology</b>	6

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# Students are permitted to take the course ECON1002 Introduction to economics II in their first or second year of study.

1. The course shall be taken in first year first semester.
  2. The course shall be taken in first year second semester.
  3. Students with a French major are required to take *either* BUSI1003 Introduction to management information systems *or* BUSI1004 Marketing in Year One and the remaining one in Year Two.
  4. The credits of intra-faculty electives/electives from any faculties to be taken in an academic year will depend on the credits of major core courses to be taken. The total credits to be normally taken in each academic year is 60.
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Note: Year two and three syllabuses and course structure are subject to changes.

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*Candidates admitted to this programme could refer to p.1296 to p.1673 for courses offered by other Faculties and Centres.*