

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 BBA curriculum in the academic year 2011-12 and thereafter.

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

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) comply with the Regulations for First Degree Curricula
 - (c) hold a degree of BEng from The University of Hong Kong.; and
 - (d) have successfully completed the 57 credits required by the Faculty of Business and Economics as specified in the BEng syllabuses.
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Period of study

2. The curriculum shall normally require two semesters of full-time study, extending over not fewer than one academic year, and shall include any assessment to be held during and/or at the end of each semester. Candidates shall not in any case be permitted to extend their studies beyond the maximum period of registration of two academic years, except with the approval of the Board of the Faculty.
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Advanced Standing

3. Advanced standing may be granted to candidates in recognition of studies completed successfully in an approved institution of higher education elsewhere in accordance with UG2 of the Regulations for First Degree Curricula, provided that no candidate shall be eligible for such exemption without having earned at least 180 credits by passing courses in the BEng degree at this University. Advanced standing credits will be recorded on the transcript of the candidate but shall not be included in the calculation of Semester, Year or Cumulative GPA nor be taken into consideration for the honours classification of the BBA degree to be awarded.
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Completion of the curriculum

4. 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 fewer than 24 and not more than 36 credits of courses in each regular semester; and not more than 72 credits in an academic year¹, unless otherwise permitted or required by the Board of the Faculty; and
 - (c) may be required by the Board of the Faculty to take a reduced study load if their academic progression is unsatisfactory.
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Selection of courses

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.

Major

6. At the beginning of the year, candidates shall indicate their major. Candidates are required to complete one of the following majors: (1) Human resource management (HRM) or (2) Marketing, unless otherwise permitted by the Board of the Faculty.

Assessment

7. Candidates shall be assessed for each of the courses for which they have registered, 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.

Grades

8. Grades shall be awarded in accordance with UG 8(a) of the Regulations for First Degree Curricula.

9. Candidates shall not be permitted to repeat courses for which they have received a pass grade for the purpose of upgrading.

Absence from examination

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 examination to be held not later than the beginning of the first semester of the following academic year. Failure to sit for the supplementary examination as arranged shall automatically result in course failure. Any supplementary examination shall be part of that academic year's examinations, and the provisions made in the regulations for failure at the first attempt shall apply accordingly.

Failure in assessment

11. Candidates are required to make up for a failed course in the following manner:

- (a) undergoing re-assessment/ re-examination in the failed course to be held no later than the end of the following semester (not including the summer semester); or
- (b) re-submitting failed coursework, without having to repeat the same course of instruction; or
- (c) repeating the failed course by undergoing instruction and satisfying the assessments; or
- (d) for an elective course, taking another course in lieu and satisfying the assessment requirements.

12. The maximum number of attempts for a particular course or requirement is three.

Unsatisfactory performance

13. Candidates shall be recommended for discontinuation under the provisions of General Regulations G12 and UG4(e) of the Regulations for First Degree Curricula if they have:

- (a) failed to complete successfully 36 or more credits in two consecutive semesters (not including the summer semester), except where they are not required to take such a number of credits in the two given semesters, or
 - (b) failed to achieve an average Semester GPA of 1.0 or higher for two consecutive semesters, or
 - (c) exceeded the maximum period of registration specified in paragraph 2(a).
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Award of degree

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

- (a) achieved a cumulative GPA of 1.0 or above;
 - (b) accumulated a minimum of 60 credits and passed all the compulsory courses required in the syllabuses; and
 - (c) satisfied the requirements in UG 5 of the Regulations for First Degree Curricula.
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Degree classification

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. A list of the successful candidates for the degree of Bachelor of Business Administration shall be published in five divisions:

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

and a pass list shall be posted on Faculty notice boards.

¹ 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.

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 BBA curriculum in the academic year 2011-2012 and thereafter.

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 (40%-60%) and an assessment of coursework (40%-60%) except for the final project/final papers which will be assessed by 100% coursework.

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>
BUSI0081	Advanced business communication skills <i>or</i>	6
CAES2908	Advanced business communication skills	
BUSI1001	Business law	6
BUSI0009	Business policy	6
BUSI0023	Operations and quality management <i>or</i>	6
BUSI0036	Quantitative analysis for business decisions I <i>or</i>	
ECON1002	Introduction to economics II	
xxxxx	FBE electives [^]	0-12
xxxxx	Core courses and disciplinary electives [*]	24-36

A. Core courses, disciplinary and FBE electives for BEng/BBA (Human Resource Management)

1. Candidates are required to complete 24 credits of core courses under the BEng and BBA curricula, 12 credits must be completed within the BEng curriculum and the remaining 12 credits shall be completed in the BBA curriculum:

Course Code	Complete all the following core courses (24 credits):	Credits
BUSI0029	Human resource management and business strategy	6
BUSI0034	Human resource: theory and practice	6
BUSI1005	Organizational behaviour	6
BUSI2003	Leadership	6

2. Candidates shall complete 18 credits of HRM electives and 6 credits of FBE[^] electives in the BBA curriculum:

Course Code	Complete 18 credits from the following list:	Credits
BUSI0015	Principles of entrepreneurship	6
BUSI0023	Operations and quality management	6
BUSI0026	Employment and labour relations	6
BUSI0075	Current topics in human resource management	6

ECON0103	Economics of human resources	6
POLI0037	Managing people in public organizations	6
PSYC0063	Industrial/organizational psychology	6

B. Core courses, disciplinary and FBE electives for BEng/BBA (Marketing)

1. Candidates are required to complete 30 credits of core courses under the BEng and BBA curricula, 12 credits must be completed within the BEng curriculum and the remaining 18 credits shall be completed in the BBA curriculum:

Course Code	Complete all the following core courses (30 credits):	Credits
BUSI0004	Advertising management	6
BUSI0031	Marketing research	6
BUSI0050	Consumer behaviour	6
BUSI0038	Services marketing	6
BUSI0071	Strategic marketing management	6

2. Candidates shall complete 18 credits of marketing electives in the BBA curriculum:

Course Code	Complete 18 credits from the following list:	Credits
BUSI0022	International marketing	6
BUSI0066	Marketing on the commercial internet	6
BUSI3511	Selected topics in marketing strategy	6
BUSI3512	Developing marketing competence through branding	6

^ Any elective course offered by the Faculty of Business and Economics.

* Candidates shall indicate their major at the beginning of the academic year. Candidates are required to complete one of the following majors: (1) Human Resource Management (HRM) or (2) Marketing, unless otherwise permitted by the Board of the Faculty. Please consult the full syllabuses of the BBA curriculum for details.
