

**REGULATIONS FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION
[BBA]**

These regulations apply to students admitted to the first year of study in the academic year 2010-2011 and thereafter.

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

Admission to the degree

BBA 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; 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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Period of study

BBA 2 The curriculum for the degree of Bachelor of Business Administration shall normally require six semesters of full-time study, spreading over three academic years, and shall include any assessment to be held during and/ or at the end of each semester. Candidates shall in any case be required to complete the curriculum within five academic years, unless otherwise required or permitted by the Board of the Faculty.

Curriculum requirements and progression in curriculum

BBA 3 To complete the curriculum, candidates

- (a) shall satisfy the requirements prescribed in UG 5 of the Regulations for First Degree Curricula;
 - (b) shall enroll and attempt examination in not fewer than 180 credits of courses, in the manner specified in the syllabuses;
 - (c) shall normally be required to enroll in at least 60 credits of courses in an academic year¹, in a manner as prescribed in the syllabuses;
 - (d) shall normally be required to take not fewer than 24 credits nor more than 30 credits in any one semester (except the summer semester), or except in the last semester of study when candidates may be required to take fewer than 24 credits to satisfy the outstanding curriculum requirements;
 - (e) may, of their own volition, take further credits during the regular or summer semesters², accumulating up to a maximum of 72 credits in one academic year¹;
 - (f) may, with the approval of the Board of Faculty, exceed 72 credits in an academic year¹ provided that the total number of credits taken shall not exceed 216 credits; or where courses taken to make up for failed credits are inclusive, the total number of credits shall not exceed 360 credits;
 - (g) shall select courses accumulating (i) 96 credits to declare a first major in Business Design and Innovation or (ii) 84 credits to declare a first major in Human Resource Management or (iii) 84 credits to declare a first major in Marketing or (iv) 96 credits to declare a first major in Wealth Management, as prescribed in the syllabuses, and to take electives to make up the balance of 180 credits;
 - (h) 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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Advanced standing

BBA 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 standing credits granted shall not be included in the calculation of the Semester, Year or Cumulative GPA nor taken into consideration for the honours classification of the degree to be awarded.

Selection of courses

BBA 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 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.

Assessment

BBA 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.

Grades

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

BBA 9 Candidates shall not be permitted to repeat courses for which they have received a pass grade for upgrading purposes.

Absence from examination

BBA 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 examination

BBA 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.

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

Unsatisfactory performance

BBA 13 Candidates shall be recommended for discontinuation under the provisions of General Regulations G 12 and UG4(e) 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 BBA 2.
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Award of degree

BBA 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 180 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

BBA 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 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.

² 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 2011-2012 and thereafter.

1. Candidates must enroll and attempt examination in not fewer than 180 credits of courses in accordance with the regulations and the syllabuses.
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 Board of the Faculty. The list of courses of each major is set out below. Courses shall not be double-counted.
3. Additional Major/ Minor
Candidates are allowed to pursue additional FBE minors according to the criteria listed in the section of “Minor Programs Available to FBE students”. Candidates are also free to pursue additional majors or minors in disciplines outside of this Faculty. In pursuing a major/minor candidates are likely to take additional credits which will exceed 180 credits, up to a maximum of 216 credits for the entire degree programme.
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 5 of the Regulations for First Degree Curricula, candidates must satisfactorily complete the credits of courses identified by an asterisk (*). Those courses include the following areas of study: English language enhancement (6 credits), Chinese language enhancement (3 credits) and Common Core courses (12 credits).
5. The Common Core courses are categorized under four Areas of Inquiry (AoI): Scientific and Technological Literacy, Humanities, Global Issues, and China: Culture, State, and Society. Candidates must complete a total of 12 credits, selecting no more than 6 credits from each Area of Inquiry.
6. 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 School of Business will only offer majors and electives for which sufficient student demand has been expressed in any one year.
7. There are no prerequisites for admission to these courses unless otherwise specified.
8. 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 final project/ final papers which will be assessed by 100% coursework.
9. To gain international or global perspectives, candidates are strongly encouraged to enroll in a course with international or global content or by taking a Common Core Curriculum course in Global Issues (AoI). A suggested list of “International/ Global Content Course for FBE Students” can be found on Page 92.
10. 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. See the list of “Mutually Exclusive Course for FBE Students” on Page 93.
11. Each candidate shall be required to take an Entrance English test at the commencement of studies and an Exit English test prior to graduation.

Candidates must undergo a selection process arranged by the Programme Co-ordinator.

A. Common Requirement for All BBA Majors

UG 5 requirement [21 credits]

(a) Language [9 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
CAES1906.	English for academic communication for business students* (Year I)	3
CAES1907.	Business communication* (Year I)	3
CBBA0001.^	Practical Chinese language course for business, economics and finance students* (Year II)	3

^ Putonghua-speaking students must take CUND0002 or CUND0003. Students who have not studied the Chinese language during their secondary education or who have not attained the requisite level of competence in the Chinese language to take CBBA0001 can apply to the Faculty:

- (i) to take credit-bearing Cantonese or Putonghua language courses offered by the School of Chinese (especially for international and exchange students), or
- (ii) for exemption from Chinese language requirement and take an elective course in lieu.

(b) HKU Common Core Curriculum* [12 credits] 12

B. Specific Requirements for Individual BBA Majors

1. Major in Business Design and Innovation [96 credits]

a) Year I [42 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI1002.	Introduction to accounting	6
BUSI1003.	Introduction to management information systems	6
BUSI1004.	Marketing	6
BUSI1007.	Principles of management	6
ECON1001.	Introduction to economics I	6
FINA1003	Corporate finance	6
<i>Statistics requirement – choose one of the following:</i>		
STAT0302.	Business statistics or	6
STAT1306.	Introductory statistics or	
ECON1003.	Analysis of economic data	

(b) Year II [24 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI0094.	Managing business transformation	6
BUSI0095.	Creativity and business innovation	6
BUSI0096.	Architectural design studio	12

(c) Year III [30 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI0009.	Business policy	6
BUSI0023.	Operations and quality management	6

BUSI0038.	Services marketing	6
BUSI0098.	Project management	6
BUSI0015.	Principles of entrepreneurship	6

Total credits for major in Business Design and Innovation 96

Free Electives [63 credits] – any courses except Common Core Curriculum. 63

Reference Table for Business Design and Innovation

Year	Lang.	Common Core	Major in Business Design and Innovation (Core)	Free Electives	Total
I	6 credits	12 credits	42 credits	-	60 credits
II	3 credits	-	24 credits	33 credits	60 credits
III	-	-	30 credits	30 credits	60 credits
Total	9 credits	12 credits	96 credits	63 credits	180 credits

2. Major in Human Resource Management [84 credits]

(a) Year I [42 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI1002.	Introduction to accounting	6
BUSI1003.	Introduction to management information systems	6
BUSI1004.	Marketing	6
BUSI1007.	Principles of management	6
ECON1001.	Introduction to economics I	6
FINA1003.	Corporate finance	6
<i>Statistics requirement – choose one of the following:</i>		
STAT0302.	Business statistics or	6
STAT1306.	Introductory statistics or	
ECON1003.	Analysis of economic data	

(b) Year II [24 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI0029.	Human resource management and business strategy	6
BUSI0034.	Human resource: theory and practice	6
BUSI1005.	Organizational behaviour	6
BUSI2003.	Leadership	6

(c) Year III [12 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI0009.	Business policy	6
BUSI0023.	Operations and quality management	6

(d) Disciplinary elective (Year II/ III) 6

Total credits for major in Human Resource Management 84

Free Electives [75 credits] – any courses except Common Core courses. 75

Reference Table for BBA Major in Human Resource Management

Year	Lang.	Common Core	Major in Human Resource Management (Core)	Major in Human Resource Management (Disciplinary electives)	Free Electives	Total
I	6 credits	12 credits	42 credits	-	-	60 credits
II	3 credits	-	24 credits	-	33 credits	60 credits
III	-	-	12 credits	6 credits	42 credits	60 credits
Total	9 credits	12 credits	78 credits	6 credits	75 credits	180 credits

3. Major in Marketing [84 credits]

(a) Year I [42 credits]

Course code	Course title	Credits
BUSI1002.	Introduction to accounting	6
BUSI1003.	Introduction to management information systems	6
BUSI1004.	Marketing	6
BUSI1007.	Principles of management	6
ECON1001.	Introduction to economics I	6
FINA1003	Corporate finance	6
<i>Statistics requirement – choose one of the following:</i>		
STAT0302.	Business statistics or	6
STAT1306.	Introductory statistics or	
ECON1003.	Analysis of economic data	

(b) Year II [18 credits]

Course code	Course title	Credits
BUSI0004.	Advertising management	6
BUSI0031.	Marketing research	6
BUSI0050.	Consumer behaviour	6

(c) Year III [18 credits]

Course code	Course title	Credits
BUSI0009.	Business policy	6
BUSI0038.	Services marketing	6

BUSI0071.	Strategic marketing management	6
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(d) Disciplinary electives (Year II/ III) 6

Total credits for major in Marketing 84

Free Electives [75 credits] – any courses except Common Core courses. 75

Reference Table for BBA Major in Marketing

Year	Lang.	Common Core	Major in Marketing (Core)	Major in Marketing (Disciplinary electives)	Free Electives	Total
I	6 credits	12 credits	42 credits	-	-	60 credits
II	3 credits	-	18 credits	6 credits	33 credits	60 credits
III	-	-	18 credits	6 credits	36 credits	60 credits
Total	9 credits	12 credits	78 credits	12 credits	75 credits	180 credits

4. Major in Wealth Management [96 credits]

(a) Year I [42 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI1002.	Introduction to accounting	6
BUSI1003.	Introduction to management information systems	6
BUSI1004.	Marketing	6
BUSI1007.	Principles of management	6
ECON1001.	Introduction to economics I	6
FINA1003	Corporate finance	6
Statistics requirement:		6
STAT0302.	Business statistics <i>or</i>	
STAT1306.	Introductory statistics <i>or</i>	
ECON1003.	Analysis of economic data	

(b) Year II [18-30 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI0018.	Hong Kong taxation	6
FINA0301.	Derivatives	6
FINA2802.	Investments and portfolio analysis	6
<i>The following courses can be taken in Year 2 or Year 3:</i>		
BUSI0050.	Consumer behaviour	6
FINA0106.	Insurance: theory and practice	6

(c) Year III [24-36 credits]

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI0009.	Business policy	6
BUSI0038.	Services marketing	6
FINA0605.	Alternative investments	6
FINA0804.	Fixed income securities	6
<i>The following courses can be taken in Year 2 or Year 3:</i>		
BUSI0050.	Consumer behaviour	6
FINA0106.	Insurance: theory and practice	6

Total credits for major in Wealth Management 96

Free Electives [63 credits] – any courses except Common Core courses. 63

Reference Table for BBA Major in Wealth Management

Year	Lang.	Common Core	Major in Wealth Management (Core)	Free Electives	Total
I	6 credits	12 credits	42 credits	-	60 credits
II	3 credits	-	18-30 credits	27-39 credits	60 credits
III	-	-	24-36 credits	24-36 credits	60 credits
Total	9 credits	12 credits	96 credits	63 credits	180 credits
