

**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 one-year BBA curriculum in the academic year 2016-17 and thereafter.

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

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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) comply with the Regulations for First Degree Curricula
    - (c) hold a degree of BEng with Second Class Honours from The University of Hong Kong; and
    - (d) have successfully completed the 54 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 less 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 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 240 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 year<sup>1</sup>, 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 of not fewer than 24 credits per semester 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.
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### **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), (2) Marketing or (3) Wealth management, unless otherwise permitted by the Board of the Faculty.
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### **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.
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### **Grades**

8. Grades shall be awarded in accordance with UG 8 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.
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### **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 attend 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.
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### **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.

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### Unsatisfactory performance

13. Candidates shall be recommended for discontinuation under the provisions of General Regulations G12 and UG 4(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 (not including the summer semester), 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. (a) Honours classification shall be awarded in five divisions: First Class Honours, Second Class Honours Division One, Second Class Honours Division Two, Third Class Honours and Pass. The classification of honours shall be determined by the Board of Examiners for the degree in accordance with the following Cumulative GPA (CGPA) scores, with all courses taken (including failed courses) carrying equal weighting:

<u>Class of Honours</u>	<u>CGPA range</u>
First Class	3.60 - 4.30
Second Class	(2.40 - 3.59)
Division One	3.00 - 3.59
Division Two	2.40 - 2.99
Third Class	1.70 - 2.39
Pass	1.00 - 1.69

- (b) Honours classification may not be determined solely on the basis of a candidate's Cumulative GPA and the Board of Examiners for the degree may, at its absolute discretion and with justification, award a higher class of honours to a candidate deemed to have demonstrated meritorious academic achievement but whose Cumulative GPA falls below the range stipulated

in 15(a) of the higher classification by not more than 0.1 Grade Point.

- (c) A list of candidates who have successfully completed all degree requirements shall be posted on Faculty noticeboards.

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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.

**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 one-year BBA curriculum in the academic year 2016-2017 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 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 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 FIVE**

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

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
CAES9920	Academic communication for business and economics students	6
BUSI3801	Legal and ethical environment of global business	6
STRA4701	Strategic management (Capstone course)	6

Choose one of the following courses:

ECON1220	Introductory macroeconomics <i>or</i>	6
IIMT3636	Quantitative analysis for business decisions I <i>or</i>	
MGMT3423	Operations and quality management	
xxxxxxx	Disciplinary electives for declared Major	12
xxxxxxx	Global electives	12
xxxxxxx	FBE electives	12

**A. Disciplinary electives for BEng/BBA (Human Resource Management)**

Candidates are required to complete 24 credits of disciplinary electives 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:

<b>Course Code</b>	<b>Complete 12 credits of courses from the following list:</b>	<b>Credits</b>
MGMT3403	Leadership	6
MGMT3404	Cross-cultural management	6
MGMT3405	Organizational behavior	6
MGMT3415	Principles of entrepreneurship	6
MGMT3429	Strategic human resources management	6

MGMT3434	Human resource: theory and practice	6
MGMT3475	Current topics in human resource management	6
MGMT3476	Managing organizational change	6

### B. Disciplinary electives for BEng/BBA (Marketing)

Candidates are required to complete 24 credits of disciplinary electives 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 12 credits of courses from the following list:	Credits
MKTG3501	Consumer behavior	6
MKTG3502	Marketing research	6
MKTG3525	Services marketing	6
MKTG3531	Strategic marketing management	6

### C. Disciplinary electives for BEng/BBA (Wealth management)

Candidates are required to complete 24 credits of disciplinary electives 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 12 credits of courses from the following list:	Credits
ACCT3107	Hong Kong taxation	6
FINA2320	Investment and portfolio analysis	6
FINA2322	Derivatives	6
FINA2342	Insurance: theory and practice	6
FINA3325	Alternative investments	6

### D. Global electives

Candidates are required to complete 12 credits from the following list of courses:

Course Code	Complete 12 credits of courses from the following list:	Credits
ECON2249	Foreign trade and investment in China	6
ECON2252	Theory of international trade	6
ECON2253	International macroeconomics	6
ECON2264	Economic development of China	6
FINA2333	Asian financial institutions	6
FINA2383	International financial management	6
MKTG3423	Global marketing	6
POLI0019	Hong Kong and the world	6
POLI0033	Problems of the third world	6
POLI0052	International relations of East Asia	6
POLI0059	China and the world	6
POLI0087	Global and world order	6

POLI3080	Global political economy	6
STRA3702	International business	6
STRA3703	Multinational corporations	6

**E. FBE electives**

Candidates are required to complete 12 credits of electives offered by the School of Business or the School of Economics and Finance.