

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

These regulations apply to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2020-21 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 eight semesters of full-time study, spreading over four academic years, and shall include any assessment to be held during and/or at the end of each semester. The maximum period of registration is equivalent to a period which is 150% of the curriculum's normative period of study. Candidates shall in any case be required to complete the curriculum within six 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 comply with the General Regulations;
- (b) shall satisfy the requirements prescribed in UG 5 of the Regulations for First Degree Curricula;
- (c) shall enroll and attempt examination in not fewer than 240 credits of courses, in the manner specified in the syllabuses;
- (d) 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;
- (e) 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;
- (f) 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;
- (g) may, with the approval of the Board of the Faculty, exceed 72 credits in an academic year¹ provided that the total number of credits taken shall not exceed 288 credits; or where courses taken to make up for failed credits are inclusive, the total number of credits shall not exceed 432 credits;
- (h) may select not more than 12 credits of courses in the summer semester², unless otherwise permitted by the Board of the Faculty;
- (i) shall select courses accumulating 78 credits to declare a compulsory major in (i) Entrepreneurship, Design and Innovation, (ii) Finance, (iii) Human Resource Management, (iv) Information Systems and Analytics, or (v) Marketing, as prescribed in the syllabuses, and to take electives to make up the balance of 240 credits; and
- (j) 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.

Advanced standing

BBA 4 Advanced standing may be granted to candidates in recognition of studies completed successfully, in accordance with UG 2 of the Regulations for First Degree Curricula. The maximum number of advanced standing credits that may be granted is up to one-half the number of credits required for the award of the degree. Advanced standing credits granted shall not be included in the calculation of the GPA nor taken into consideration for the honours classification of the degree to be awarded unless permitted by the Board of the Faculty but will be recorded on the transcript of the candidate.

Exemption

BBA 5 Candidates may be exempted, with or without special conditions attached, from any of the requirements in the syllabuses by the Board of the Faculty. Candidates who are so exempted must replace the number of exempted credits with courses of the same credit value.

Selection of courses

BBA 6 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 7 Candidates shall not be permitted to select a 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 8

- (a) 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.
 - (b) Candidates suspended under Statute XXXI shall not be allowed to take, present themselves for, and participate in any assessments during the period of suspension, unless otherwise permitted by the Senate.
 - (c) There shall be no appeal against the results of examinations and all other forms of assessment.
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Grades

BBA 9 Grades shall be awarded in accordance with UG 8 of the Regulations for First Degree Curricula.

BBA 10 Candidates shall not be permitted to repeat courses for which they have received a pass grade for the purpose of upgrading.

Absence from examination

BBA 11 Candidates who are unable, because of illness, 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. 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 12 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 of the failed course and satisfying the assessment requirements.
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Unsatisfactory performance

BBA 13 Candidates shall be recommended for discontinuation under the provisions of General Regulation G 12 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 BBA 2; or
 - (d) failed a particular course or requirement three times.
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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 Graduation GPA of 1.0 or above;
 - (b) accumulated a minimum of 240 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

- (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 Graduation GPA (GGPA) scores, with all courses taken (including failed courses) carrying weightings which are proportionate to their credit values³:

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

- (b) Honours classification may not be determined solely on the basis of a candidate's Graduation 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 Graduation GPA falls below the range stipulated in BBA 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.

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 Candidates are normally not allowed to take summer course(s) in their final year of study.

³ For students in the 2017-18 intake and thereafter who have successfully completed six Common Core courses, the calculation of Graduation GPA is subject to the proviso that either five Common Core courses with the highest grades (covering all four Areas of Inquiry), or all six courses will be counted towards Graduation GPA, depending on which generates the higher Graduation GPA.

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

This syllabus applies to candidates admitted to the first year of study of the 4-year curriculum in the academic year 2020-21 and thereafter.

1. Candidates must enroll and attempt examination in not fewer than 240 credits of courses in accordance with the regulations and the syllabuses.
2. **Major**
At the end of the first year, candidates shall declare their major. During their year two, three, and four of studies, candidates are required to complete one of the following majors: (1) Entrepreneurship, Design and Innovation (EDI)[⌘], (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing, , unless otherwise permitted by the Board of the Faculty. The list of courses required for each major is set out below.
3. 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 (12 credits), Chinese language enhancement (6 credits) and Common Core courses (36 credits), and successful completion of a capstone experience.
4. The Common Core courses are categorized under four Areas of Inquiry (AoI): Scientific and Technological Literacy, Arts and Humanities, Global Issues, and China: Culture, State and Society. Candidates must complete a total of 36 credits, comprising at least one and not more than two courses from each Area of Inquiry with not more than 24 credits of courses being selected within one academic year except where candidates are required to make up for failed credits.
5. The following courses are designated as Faculty Core courses: ACCT1101, ECON1210, FINA1310 and a statistics course, as prescribed in the syllabus. Candidates are not required to re-take Faculty Core courses where any of these courses form part of the requirements of a second major offered by the Faculty of Business and Economics, however, candidates must complete an equivalent number of credits of free electives in lieu of the Faculty Core courses.
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 Faculty of Business and Economics will only offer electives for which sufficient student demand has been expressed in any one year.
7. For courses offered by the Faculty of Business and Economics, the final examination is normally 2 hours in length. Final grading will normally be determined by performance in the final examination (30-60%) and an assessment of coursework (40-70%) except for final project/final papers which will be assessed by 100% coursework.
8. Candidates should take note of any impermissible combinations of majors/minors listed in the document “Major/Minor Programmes offered by FBE” for the year concerned.
9. 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.

[⌘] Candidates must undergo a selection process arranged by the Programme Director.

A. Common Requirements for All BBA Majors

UG 5 requirements [54 credits]

(a) Languages*[18 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
CAES1000 [#]	Core University English*	1	6
CAES9920	Academic communication for business and economics*	2	6
CBBA9001 [^] <i>or</i>	Practical Chinese for BBA/BBA(Acc&Fin) students* <i>or</i>	3	6
CUND9002 [^] <i>or</i>	Practical Chinese and Hong Kong society <i>or</i>	1 or 2 or 3	
CUND9003 [^]	Cantonese for Non-Cantonese speaking students	1 or 2 or 3	

[#] Candidates who have achieved Level 5 or above in English Language in the Hong Kong Diploma of Secondary Education Examination, or equivalent, are exempted from this requirement, and Core University English is optional. Those who do not take this course should take an elective course in lieu, see *Regulation UG 6*.

[^] Putonghua-speaking candidates must take CUND9002 or CUND9003. 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 CBBA9001 should write to the Board of the Faculty to apply for exemption from the Chinese language requirement and take a 6-credit Cantonese or Putonghua language course offered by the School of Chinese especially for international and exchange students, or take a free elective course, in lieu of CBBA9001. If a Cantonese or Putonghua language course offered by the School of Chinese or a free elective course is taken in lieu of CBBA9001, it may be taken in any year of study.

(b) HKU Common Core Curriculum* [36 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
CCXXxxxx	4 CC courses in all four Areas of Inquiry*	1	24
CCXXxxxx	2 CC courses in any two Areas of Inquiry*	2	12

B. Specific Requirements for Individual BBA Majors

1. Major in Entrepreneurship, Design and Innovation [78 credits]

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
<i>Faculty Core Courses – complete all of the following courses:</i>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<i>Statistics requirement – choose one of the following courses:</i>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
<i>Disciplinary Core Courses – complete all of the following courses:</i>			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
IIMT3623	Design thinking: concepts and applications	3 or 4	6
STRA4701	Strategic management	3 or 4	6
IIMT3624	Design studio* (Capstone course)	4	6

Course code	Course title	Year of study	Credits
Disciplinary Electives – complete three of the following courses, at least one of them must be IIMT3627 or IIMT3682:			
BUSI1807	Business consulting practicum	2 or 3	18
IIMT3621	Creativity and business innovation	2 or 3	
IIMT3626	Values-driven innovation	2 or 3	
IIMT3627	Venture and entrepreneurship management	2 or 3	
IIMT3682	IT and entrepreneurship	3 or 4	

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Entrepreneurship, Design and Innovation

Year	Lang.	Common Core	Major in Entrepreneurship, Design and Innovation	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	18 credits	42 credits	60 credits
Total	18 credits	36 credits	78 credits	108 credits	240 credits

2. Major in Finance [78 credits]

Course code	Course title	Year of study	Credits
Faculty Core Courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
FINA1310	Corporate finance	1	6
Statistics requirement – choose one of the following:			
ECON1280 or	Analysis of economic data or	1 or 2	6
STAT1602 or	Business statistics or		
STAT1603	Introductory statistics		
Disciplinary Core Courses – complete all of the following courses:			
ECON1220	Introductory macroeconomics	1 or 2	6
Mathematics requirement – choose one of the following:			
MATH1009 or	Basic mathematics for business and economics or	1	6
MATH1013	University mathematics II		
ECON2280	Introductory econometrics	2 or 3	6
FINA2320	Investments and portfolio analysis	2 or 3	6
FINA2322	Derivatives	2 or 3	6
ECON4200	Senior seminar in economics and finance* (Capstone course)	4	6
Disciplinary Electives			
Business requirement – choose one of the following:			
IIMT2601 or	Management information systems or	2 or 3 or 4	6
MGMT2401 or	Principles of management or	2 or 3 or 4	
MKTG2501	Introduction to marketing	2 or 3 or 4	
FINAxxxx	Finance disciplinary electives	2 or 3 or 4	12

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Finance

Year	Lang.	Common Core	Major in Finance	Free Electives	Total
I	6 credits	24 credits	24 credits	6 credits	60 credits
II	6 credits	12 credits	18 credits	24 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	18 credits	42 credits	60 credits
Total	18 credits	36 credits	78 credits	108 credits	240 credits

3. Major in Human Resource Management [78 credits]

Course code	Course title	Year of study	Credits
Faculty Core Courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirement – choose one of the following:			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core Courses – complete all of the following courses:			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
MGMT3405	Organizational behaviour	2 or 3 or 4	6
STRA4701	Strategic management* (Capstone course)	4	6
Disciplinary Electives – complete four of the following courses:			
MGMT3403	Leadership	2 or 3 or 4	24
MGMT3404	Cross-cultural management	2 or 3 or 4	
MGMT3415	Principles of entrepreneurship	2 or 3 or 4	
MGMT3429	Strategic human resources management	2 or 3 or 4	
MGMT3434	Human resource: theory and practice	2 or 3 or 4	
MGMT3475	Current topics in human resource management	2 or 3 or 4	
MGMT3476	Managing organizational change	2 or 3 or 4	

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Human Resource Management

Year	Lang.	Common Core	Major in Human Resource Management	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	18 credits	42 credits	60 credits
Total	18 credits	36 credits	78 credits	108 credits	240 credits

4. Major in Information Systems and Analytics [78 credits]

Course code	Course title	Year of study	Credits
Faculty Core Courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<i>Statistics requirement – choose one of the following:</i>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core Courses – complete all of the following courses:			
IIMT2641	Introduction to business analytics	1 or 2 or 3	6
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
IIMT3601 <i>or</i>	Database management <i>or</i>	2 or 3 or 4	6
COMP3278	Introduction to database management systems		
IIMT3602 <i>or</i>	Information systems analysis and design <i>or</i>	2 or 3 or 4	6
COMP3297	Software engineering		
IIMT3603	Project management	3 or 4	6
IIMT3642	Managing and mining big data	3 or 4	6
IIMT4601	Information systems project management* (Capstone course)	4	6
IIMT4602	Digital innovation	4	6

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Information Systems and Analytics

Year	Lang.	Common Core	Major in Information Systems and Analytics	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	18 credits	42 credits	60 credits
Total	18 credits	36 credits	78 credits	108 credits	240 credits

5. Major in Marketing [78 credits]

Course code	Course title	Year of study	Credits
Faculty Core Courses – complete all of the following courses:			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
<i>Statistics requirement – choose one of the following:</i>			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>	1	6
STAT1602 <i>or</i>	Business statistics <i>or</i>		
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
Disciplinary Core Courses – complete all of the following courses:			
MKTG2501	Introduction to marketing	1 or 2	6
MGMT2401	Principles of management	2 or 3	6
MKTG3501	Consumer behaviour	2 or 3 or 4	6
MKTG3502	Marketing research	2 or 3 or 4	6
MKTG3524	Digital marketing	2 or 3 or 4	6

<i>Course code</i>	<i>Course title</i>	<i>Year of study</i>	<i>Credits</i>
MKTG3531	Strategic marketing management* (Capstone course)	4	6
<i>Disciplinary Electives – complete three of the following courses, two from List A and one from List B:</i>			
<i>List A (Marketing Strategy) – choose two of the following:</i>			
MKTG3511	Advertising management	2 or 3 or 4	12
MKTG3512	Brand management	2 or 3 or 4	
MKTG3523	Global marketing	2 or 3 or 4	
MKTG3525	Services marketing	2 or 3 or 4	
MKTG3526	Innovation and new product development	2 or 3 or 4	
<i>List B (Quantitative Marketing) – choose one of the following:</i>			
MKTG3527	Pricing strategies	2 or 3 or 4	6
MKTG3528	Marketing analytics	2 or 3 or 4	
MKTG3529	Social media marketing	2 or 3 or 4	

Free Electives [108 credits] – any courses except Common Core courses

Reference Table for BBA Major in Marketing

Year	Lang.	Common Core	Major in Marketing	Free Electives	Total
I	6 credits	24 credits	18 credits	12 credits	60 credits
II	6 credits	12 credits	24 credits	18 credits	60 credits
III	6 credits	-	18 credits	36 credits	60 credits
IV	-	-	18 credits	42 credits	60 credits
Total	18 credits	36 credits	78 credits	108 credits	240 credits

FINANCE DISCIPLINARY ELECTIVES

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
ACCT3114	Valuation using financial statements	6
FINA2311	Case studies in corporate finance	6
FINA2312	Advanced corporate finance	6
FINA2330	Financial markets and institutions	6
FINA2331	Management of commercial banks	6
FINA2332	International banking	6
FINA2342	Insurance: theory and practice	6
FINA2343	Lending and credit in private banking and corporate banking (1)	6
FINA2344	Lending and credit in private banking and corporate banking (2)	6
FINA2382	Real estate finance	6
FINA2383	International financial management	6
FINA2390	Financial programming and databases	6
FINA3317	Entrepreneurial finance	6
FINA3318	China's financial system and markets	6
FINA3319	Green finance and impact investing	6
FINA3322	Credit risk	6
FINA3323	Fixed income securities	6
FINA3324	Interest rate models	6
FINA3325	Alternative investments	6
FINA3326	Equity valuation and investment management	6
FINA3327	Hedge funds: strategies, business management, and institutions	6
FINA3334	Private banking and wealth management	6
FINA3335	Current issues in asset management and private banking industry	6
FINA3340	Risk management	6
FINA3350	Mathematical finance	6
FINA3351	Spreadsheet financial modeling	6
FINA3353	Regulatory and operational issues in finance	6
FINA3360	Financial practicum	6
FINA3381	Behavioral finance	6
FINA3382	Structured finance and securitization	6
FINA3383	Financial regulations and compliance	6
FINA3384	Special topics in finance	6
FINA3391	Reading course	6
FINA4341	Quantitative risk management	6
FINA4350	Text analytics and natural language processing in finance and fintech	6
FINA4354	Financial engineering	6
FINA4359	Big data analytics applied toward quantitative finance	6
FINA4392	Dissertation	12
