

BBA (Hons) Programme

Overall Requirements for 120-credit Mainland Students (admitted in 2006-07)

For Marketing Stream only

		Number of Credits
Special University Requirements		
LCE001 General English	3	
LCE002 General English	3	
LCC001 Basic Chinese I	3	
LCC002 Basic Chinese II	3	12
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Standard University Requirements		
LCC101 Practical Chinese I	3	
LCC102 Practical Chinese II	3	
LCE101 English for Communication I	3	
LCE102 English for Communication II	3	
General Education Courses	9	21
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Special BBA Requirement		
BUS101 Introduction to Business	3	3
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Requirement for BBA Major		
Foundation Core		
BUS102 Statistics for Business	3	
BUS103 Financial Accounting	3	
BUS104 Managerial Accounting	3	
BUS105 Microeconomics for Business	3	
BUS107 Legal Aspects of Business	3	
BUS108 Global Business Environment	3	
BUS207 Management Science	3	21
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Functional Core		
BUS201 Financial Management	3	
BUS202 Organisational Behaviour	3	
BUS205 Marketing Management	3	
BUS206 Information Systems Management	3	
BUS211 Operations Management	3	15
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Capstone Course		
BUS301 Strategic Management	3	3
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Business Elective		
	3	3
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Stream Required and Elective Courses		
	15	15
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<u>Stream Required Courses (6 credits) / 2 courses</u>		
MKT201 – Buyer Behaviour and MKT203 – Marketing Research		
<u>Stream Elective Courses (9 credits) / 3 courses to be taken</u>		
MKT221 – Marketing in the Chinese Mainland		
MKT231 – Advertising and Integrated Marketing Communications		
MKT241 – International Business Management		
MKT311 – Salesmanship and Sales Management		
MKT351 – Retailing and Distribution Management		
MKT355 – Marketing Strategies		

Free Electives

Including at least one non-Business Minor and/or

12 or 15

Business Supporting Specialisation

12

27

Minimum Credits for Honours Degree:**120**

Note: If a student is exempted from any of the required courses, he/she will be required to take a free elective as a substitute course.