

BBA (Hons) Programme

Overall Requirements for the 120-Credit Mainland Students (2008-09)

Special University Requirements	Number of Credits	
LCE001 General English	3	12
LCE002 General English	3	
①LCC001 Basic Chinese I	3	
①LCC002 Basic Chinese II	3	
Special BBA Requirement		
BUS101 Introduction to Business	3	3
Standard University Requirements		
LCC101 Practical Chinese I	3	21
LCC102 Practical Chinese II	3	
LCE101 English for Communication I	3	
LCE102 English for Communication II	3	
General Education Courses	9	
BBA Major Requirements		
<u>Foundation Core</u>		
BUS102 Statistics for Business	3	21
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	
<u>Functional Core</u>		
BUS201 Financial Management	3	15
BUS202 Organisational Behaviour	3	
BUS205 Marketing Management	3	
BUS206 Information Systems Management	3	
BUS211 Operations Management	3	
<u>Capstone Course</u>		
BUS301 Strategic Management	3	3
<u>Business Elective</u>		
	3	3
<u>Stream Required Courses</u>		
	6	6
MKT201 – Buyer Behaviour		
MKT203 – Marketing Research		
<u>Stream Elective Courses (any 3 courses from the following)</u>		
	9	9
MKT221 – Marketing in the Chinese Mainland		
MKT231 – Advertising and Integrated Marketing Communications		
MKT241 – International Business Management		
MKT311 – Salesmanship and Sales management		
MKT312 – Strategic Brand Management (NEW)		
MKT351 – Retailing and Distribution Management		
MKT355 – Marketing Strategies		

Free Electives ②		
Non-Business Minor and/or	12 or 15	27
Business Supporting Specialisation	12	
plus Free Electives③	0-15	
Minimum Credits for Honours Degree :		120

Remarks:

- ① If a student is exempted from any of the University Required courses, he/she will be required to take additional free electives as substitute courses.
- ② In addition to any free electives taken as substitute courses, students must take a total of 27 credits of Free Electives, and they must use all or some of these 27 credits to complete a Non-Business Minor programme and/or a Business Supporting Specialisation.
- ③ Suggested Free Elective Courses
 BUS110 Introduction to Information Literacy
 GED112/CDS112 Mathematical Literacy in Today’s World
 GEB205/PHI205 Business Ethics
 #GEB213/MKT213 Entrepreneurship – Be Your Own Boss (*can be taken as GE Cat. B or Non-Business Free Elective*)
 #GEB253/MGT253 Corporate Social Responsibility (*can be taken as GE Cat. B or Non-Business Free Elective*)
 #GEC352/MGT252 Traditional Chinese Thought and Management (*can be taken as GE Cat. C or Non-Business Free Elective*)
 #GED119/CDS119 Colour Science and Visual Literacy (*can be taken as GE Cat. D or Non-Business Free Elective*)

The courses marked with # cannot be counted as Business Electives for fulfillment of requirements of the BBA Programme. Students may take these courses as General Education courses or Non-Business Free Electives.