

Bachelor of Business Administration (Honours)

Programme Structure for 2020-21 Intake (4-year curriculum)

The following description specifies the programme curriculum for students who pursue the programme on a **full-time four-year basis**. Flexibility is allowed for completing the programme within a longer or shorter period in accordance with the stipulations in the Regulations Governing Undergraduate Studies.

		Number of Credits			Total
		1 st	1 st /2 nd	2 nd	
FIRST YEAR		<u>Term</u>	<u>Term</u>	<u>Term</u>	
CCC8011	Critical Thinking: Analysis and Argumentation (R) [@]		3		3
CCC8012	The Making of Hong Kong (R) [@]		3		3
LCC1010	Chinese Communication I (R)		3		3
LUE1001	University English I [#] (R)	3			3
LUE1002	University English II [#] (R)		3		3
	3 BBA Foundation Core Courses~		9		9
	1 ELE Elective ^{##} or Free Elective* for Group B students		3		3
	^ 2 Cluster Courses		6		6
					30
SECOND YEAR					
CCC8013	The Process of Science (R) [@]		3		3
CCC8014	China in World History (R) [@]		3		3
LCC2010	Chinese Communication II (R)		3		3
	3 BBA Foundation Core Courses~		9		9
	1 BBA Functional Core Course~			3	3
	ELE Elective(s) ^{##} and/or Free Elective(s)* (2 courses)		6		6
	^ 2 Cluster Courses		6		6
					33

(R) denotes required course(s).

@ Students are assigned to take CCC8011 and CCC8012 in the first year, and CCC8013 and CCC8014 in the second year (or the third year for those designated as Year 3 students upon admission).

Under the revamped English Language Enhancement (ELE) programme, students will be grouped under two streams. Group A students are those who obtained level 3 in HKDSE English or equivalent while Group B students are those who obtained level 4 or above in HKDSE English or equivalent. Students are encouraged to take their first required ELE course, viz. LUE1001 for Group A and LUE1002 for Group B, in First Term of Year 1. However, they are given the flexibility to take the respective courses in Second Term of Year 1. For Group A students who take LUE1001 in Second Term of Year 1, they should take LUE1002 in First Term of Year 2. For details, please refer to <https://www.ln.edu.hk/reg/undergraduate-programmes/english-language-enhancement-ele-curriculum>.

~ For details of the study pattern of BBA Foundation Core, Functional Core, and Major courses, please consult your Study Plan Advisor or Academic Advisor.

Group A students have to take 1 ELE elective while Group B students have to take 2 ELE electives. ELE electives could be taken from the term in which LUE1002 is taken. For more details, please click <https://www.ln.edu.hk/reg/undergraduate-programmes/english-language-enhancement-ele-curriculum>.

* ACT students will take a total of 21 credits of Major Courses and 24 credits of Free Electives, whereas non-ACT BBA students will need to take a total of 15 credits of Major Courses and 27 credits of Free Electives.

^ Students are required to complete 5 Cluster courses in total. For details, please see the Core Curriculum Section.

	Number of Credits			Total
	1 st	1 st /2 nd	2 nd	
THIRD YEAR	<u>Term</u>	<u>Term</u>	<u>Term</u>	
4 BBA Functional Core Courses~		12		12
2-3 Major Courses~		6-9		6-9
ELE Elective(s) ^{##} and/or Free Elective(s)* (2-3 Courses)		6-9		6-9
				27-30
THIRD TO FOURTH YEARS				
^ 1 Cluster Course		3		3
LUE4002 Professional Communication in English for Business (R)		3		3
FOURTH YEAR				
BUS4301 Strategic Management (R)~		3		3
2-4 Major Courses~		6-12		6-12
ELE Elective(s) ^{##} and/or Free Electives* (4-6 Courses)		12-18		12-18
				30-33

Minimum credits for Honours Degree: 123
(all Majors except Accounting)
126
(Major in Accounting)

This is a suggested pattern and variations can be allowed where students can provide clear justifications, such as going on international exchange.

REQUIREMENTS IN BUSINESS ADMINISTRATION

Major courses cannot be taken until at least 5 Foundation Core courses have been completed or permission has been granted by the Director of Undergraduate Business Programmes. It is highly recommended that Functional Core courses are not taken until at least 3 Foundation Core courses have been completed. After completion of all core courses or with the permission of the Director of Undergraduate Business Programmes, students can proceed to take the Capstone course.

(R) denotes required course(s).

~ For details of the study pattern of BBA Foundation Core, Functional Core, and Major courses, please consult your Study Plan Advisor or Academic Advisor.

Group A students have to take 1 ELE elective while Group B students have to take 2 ELE electives. ELE electives could be taken from the term in which LUE1002 is taken. For more details, please click <https://www.ln.edu.hk/reg/undergraduate-programmes/english-language-enhancement-ele-curriculum>.

* ACT students will take a total of 21 credits of Major Courses and 24 credits of Free Electives, whereas non-ACT BBA students will need to take a total of 15 credits of Major Courses and 27 credits of Free Electives.

^ Students are required to complete 5 Cluster courses in total. For details, please see the Core Curriculum Section.

Foundation Core (Total 18 credits)

BUS1102 Statistics for Business (R)
BUS1103 Financial Accounting (R)
BUS1104 Managerial Accounting (R)
BUS2105 Microeconomics for Business (R)
BUS2107 Legal Aspects of Business (R)
BUS2108 Global Business Environment (R)

Functional Core (Total 15 credits)

BUS2201 Financial Management (R)
BUS2202 Organisational Behaviour (R)
BUS2205 Marketing Management (R)
BUS2206 Information Systems Management (R)
BUS2211 Operations Management (R)

Capstone Course (3 credits)

BUS4301 Strategic Management (R)

Major Required and Elective Courses

(Total 21 credits for ACT BBA students and 15 credits for non-ACT BBA students)

ACT students will have to take a total of 21 credits of Major required courses. Non-ACT BBA students will have to take a total of 15 credits of Major required and elective courses.

Major Courses**A. MAJOR IN ACCOUNTING**

ACT2200 Intermediate Accounting I (R)
ACT2201 Intermediate Accounting II (R)
ACT3202 Cost Accounting (R)
ACT3203 Taxation I (R)
ACT3300 Company Law (R)
ACT3301 Auditing I (R)
ACT4354 Advanced Accounting (R)

B. MAJOR IN DIGITAL BUSINESS

(for students designated as Year 3 students upon admission in 2022-23 and after)

CDS3007 Introduction to e-Business (R)
CDS4009 e-Business Models and Start-ups (R)
MKT3301 e-Marketing (R)

Major Elective Courses (*6 credits to be taken*)

CDS1001 Introduction to Programming for Data Science
CDS3008 Business Analytics for e-Business
CDS3009 Social Media and Customer Relationship Management for e-Business
CDS4010 Web Programming for e-Business
MKT2242 Digital Innovation
MKT3001 Social Media Marketing
MKT3201 Consumer Behaviour

(R) denotes required course(s).

C. MAJOR IN FINANCE

FIN2200 Corporate Finance (R)
FIN2201 Hong Kong Monetary and Financial Systems (R)
FIN2300 Investment and Portfolio Management (R)

Major Elective Courses (*6 credits to be taken*)

ACT3203 Taxation I
ACT3367 Financial Statement Analysis
FIN2250 Introduction to Financial Econometrics
FIN3352 International Financial Management
FIN3353 Management of Financial Institutions
FIN3355 Derivative Securities and Hedging Strategies
FIN3356 Fixed Income Securities

D. MAJOR IN HUMAN RESOURCE MANAGEMENT

HRM2200 Human Resource Planning and Staffing (R)
HRM3201 Performance and Compensation Management (R)
HRM3202 Training and Development (R)

Major Elective Courses (*6 credits to be taken*)

HRM3352 Leadership and Teamwork
HRM3353 Quality and People
HRM4350 Industrial Relations and Employment Law (titled as Industrial Relations from Term 2, 2019-20 to Term 1, 2023-24)
HRM4351 Management of Innovation and Change
HRM4358 Be Future Ready ! Work and Organisation in the Digital Era (titled as Work and Organisation in Term 1, 2023-24 or before)

E. MAJOR IN MARKETING

MKT3201 Consumer Behaviour (R) (titled as Buyer Behaviour in 2020-21 or before)
MKT3203 Marketing Research (R)

Major Elective Courses (*9 credits to be taken*)

MKT2221 Marketing in the Chinese Mainland
MKT2231 Advertising and Integrated Marketing Communications
MKT2241 International Business Management
MKT3001 Social Media Marketing
MKT3301 e-Marketing
MKT3351 Retailing and Distribution Management
MKT3353 Services Marketing
MKT4312 Strategic Brand Management

Free Electives

Students may select courses in any disciplines to obtain the total number of credits required for graduation, subject to timetable, course load and study scheme constraints.

(R) denotes required course(s).