

Bachelor of Business Administration (Honours)

Programme Structure for 2016-17 Intake (4-year curriculum)

(This Programme Structure is applicable to BBA 4-year Programme Year 1 Admittees from Academic Year 2016-17.)

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.

	<u>Number of Credits</u>			<u>Total</u>
	<u>1st</u>	<u>1st/2nd</u>	<u>2nd</u>	
FIRST YEAR				
CCC8001 Logic and Critical Thinking (R)		3		3
CCC8002 The Making of Hong Kong (R) (revised and recoded to CCC8012 from 2017-18)		3		3
LCC1010 Practical Chinese I (R)		3		3
LCE1010 English for Communication I (R)	3			3
LCE1020 English for Communication II (R)			3	3
# 3 BBA Foundation Core Courses		9		9
^ 2 Cluster Courses		6		6
				30
SECOND YEAR				
CCC8003 Understanding Morality (R)		3		3
CCC8004 World History and Civilisations (R)		3		3
LCC2010 Practical Chinese II (R)		3		3
LCE2010 English for Communication III (R)		3		3
ENG2020 Varieties of English (R)		3		3
# 3 BBA Foundation Core Courses		9		9
# 1 BBA Functional Core Course			3	3
^ 2 Cluster Courses		6		6
				33
THIRD YEAR				
# 4 BBA Functional Core Courses		12		12
# 2-3 Stream Courses		6-9		6-9
^ 1-2 Cluster Courses		3-6		3-6
* 3-4 Free Electives		9-12		9-12
				30-33

(R) denotes required course(s).

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

^ For details, please see the Core Curriculum Section.

* ACT students will take a total of 21 credits of Stream Courses and 18 credits of Free Electives, whereas non-ACT BBA students will need to take a total of 15 credits of Stream Courses and 21 credits of Free Electives.

	<u>Number of Credits</u>			<u>Total</u>
	<u>1st</u>	<u>1st/2nd</u>	<u>2nd</u>	
FOURTH YEAR				
# BUS4301 Strategic Management (R)		3		3
# 2-4 Stream Courses		6-12		6-12
^ 1-2 Cluster Courses		3-6		3-6
* 2-4 Free Electives		6-12		6-12
				<u>30-33</u>

Minimum credits for Honours Degree: 123
(all streams except Accounting)
126
(Accounting stream)

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

Stream 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.

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)

(R) denotes required course(s).

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* ACT students will take a total of 21 credits of Stream Courses and 18 credits of Free Electives, whereas non-ACT BBA students will need to take a total of 15 credits of Stream Courses and 21 credits of Free Electives.

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

Stream Courses

A. ACCOUNTING STREAM

ACT2200 Intermediate Accounting I (R)
ACT2201 Intermediate Accounting II (R)
ACT3202 Cost Accounting (R)
ACT3203 Taxation I (R) (titled as Taxation in 2018-19 or before)
ACT3300 Company Law (R)
ACT3301 Auditing I (R) (titled as Auditing in 2018-19 or before)
ACT4354 Advanced Accounting (R)

B. FINANCE STREAM

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

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

ACT3203 Taxation I (titled as Taxation in 2018-19 or before)
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

C. HUMAN RESOURCE MANAGEMENT STREAM

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

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

HRM3352 Leadership and Teamwork
HRM3353 Quality and People
HRM4350 Industrial Relations (titled as Industrial Relations in Hong Kong in Term 1, 2019-20 or before)
HRM4351 Management of Innovation and Change
HRM4358 Work and Organisation

(R) denotes required course(s).

D. MARKETING STREAM

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

MKT3203 Marketing Research (R)

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

MKT2221 Marketing in the Chinese Mainland

MKT2231 Advertising and Integrated Marketing Communications

MKT2241 International Business Management

MKT3311 Selling and Sales Management

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).