

Bachelor of Business Administration (Honours)

Programme Structure for 2017-18 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.

	<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
CCC8012 ^ The Making of Hong Kong (R)		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
				<hr/> 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
				<hr/> 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
				<hr/> 30-33

(R) denotes required course(s).

^ For details, please see the Core Curriculum Section. Students designated as Year 3 students upon admission in 2019-20 and after should follow the revised Core Curriculum. Please refer to <https://www.ln.edu.hk/reg/undergraduate-programmes/core-curriculum> for more information. Non-ACT students following the revised Core Curriculum should correspondingly take 9 free electives instead of 7 (ACT Students will take 8 instead of 6). However, the actual number of free electives taken by senior year admittees varies depending on the number of credits transfer granted upon admission.

@ Students designated as Year 3 students upon admission in 2019-20 and after should follow the revamped English Language Curriculum. Please refer to <https://www.ln.edu.hk/reg/undergraduate-programmes/english-language-enhancement-ele-curriculum> for more information.

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

* 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).

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. Students designated as Year 3 students upon admission in 2019-20 and after should follow the revised Core Curriculum. Please refer to <https://www.ln.edu.hk/reg/undergraduate-programmes/core-curriculum> for more information. Non-ACT students following the revised Core Curriculum should correspondingly take 9 free electives instead of 7 (ACT Students will take 8 instead of 6). However, the actual number of free electives taken by senior year admittees varies depending on the number of credits transfer granted upon admission.

* 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. E-BUSINESS STREAM

(available for students designated as Year 3 students upon admission in 2019-20 and after)

- CDS3007 Introduction to e-Business (from 2019-20 or after) (R)
- CDS3008 Business Analytics for e-Business (from 2019-20 or after) (R)
- CDS3009 Social Media and Customer Relationship Management for e-Business (from 2019-20 or after) (R)
- CDS4009 e-Business Models and Start-ups (from 2019-20 or after) (R)

Stream Elective Courses (*3 credits to be taken*)

- BUS2212 Project Management
- CDS1001 Introduction to Programming for Data Science (from 2019-20 or after)
- CDS4010 Web Programming for e-Business (from 2019-20 or after)
- CDS4011 e-Business Logistics (from 2019-20 or after)
- MKT3301 e-Marketing

C. 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

D. 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

E. 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).