

Bachelor of Business Administration (Honours)

Programme Structure for 2012-13 Intake

The following description specifies the programme curriculum for students who pursue the programme on a full-time three-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.

UNIVERSITY REQUIREMENTS		<u>Number of Credits</u>
LCC101	Practical Chinese I (R)	3
LCC102	Practical Chinese II (R)	3
LCE101	English for Communication I (R)	3
LCE102	English for Communication II (R)	3
	*General Education Courses	9
	Free Electives	<u>12</u>
		33

REQUIREMENTS IN MAJOR DISCIPLINES

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

Foundation Core

BUS102	Statistics for Business (R)	3
BUS103	Financial Accounting (R)	3
BUS104	Managerial Accounting (R)	3
BUS105	Microeconomics for Business (R)	3
BUS107	Legal Aspects of Business (R)	3
BUS108	Global Business Environment (R)	3
BUS207	Management Science (R)	<u>3</u>
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Functional Core

BUS201	Financial Management (R)	3
BUS202	Organisational Behaviour (R)	3
BUS205	Marketing Management (R)	3
BUS206	Information Systems Management (R)	3
BUS211	Operations Management (R)	<u>3</u>
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Capstone Course

BUS301	Strategic Management (R)	3
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(R) denotes required course(s).

* For details, please see the General Education Section.

	<u>Number of Credits</u>
Business Elective	
BUS330 Research Methodology <u>or</u>	3
BUS331 Business Project <u>or</u>	
BUS332 Business Practicum <u>or</u>	
Any one of the 200- or 300-level courses offered by Business Departments excluding any courses that are also offered as General Education courses	
Stream Required and Elective Courses	<u>15</u>
Minimum credits for Honours Degree:	90

Stream Courses

A. ACCOUNTING STREAM

ACT200 Intermediate Accounting I (R)	3
ACT201 Intermediate Accounting II (R)	3
ACT202 Cost Accounting (R)	3
ACT203 Taxation (R)	3
ACT301 Auditing (R)	3

B. FINANCE STREAM

FIN200 Corporate Finance (R)	3
FIN201 Hong Kong Monetary and Financial Systems (R)	3
FIN300 Investment and Portfolio Management (R)	3

Stream Elective Courses (6 credits to be taken)

ACT203 Taxation	3
ACT367 Financial Statement Analysis	3
FIN250 Introduction to Financial Econometrics	3
FIN352 International Financial Management	3
FIN353 Management of Financial Institutions	3
FIN355 Derivative Securities and Hedging Strategies	3
FIN356 Fixed Income Securities	3

C. GENERAL BUSINESS MANAGEMENT STREAM

Any five of the 200- or 300-level courses from at least three business streams offered by Business Departments, subject to prerequisite constraints, excluding any courses that are offered as General Education courses.

D. HUMAN RESOURCE MANAGEMENT STREAM

HRM200 Human Resource Planning and Staffing (R)	3
HRM201 Performance and Compensation Management (R)	3
HRM202 Training and Development (R)	3

(R) denotes required course(s).

Stream Elective Courses (6 credits to be taken)		
HRM350	Industrial Relations in Hong Kong	3
HRM351	Management of Innovation and Change	3
HRM352	Leadership and Teamwork	3
HRM353	Quality and People	3
HRM358	Work and Organisation	3

E. MARKETING STREAM

MKT201	Buyer Behaviour (R)	3
MKT203	Marketing Research (R)	3

Stream Elective Courses (9 credits to be taken)		
MKT221	Marketing in the Chinese Mainland	3
MKT231	Advertising and Integrated Marketing Communications	3
MKT241	International Business Management	3
MKT311	Selling and Sales Management	3
MKT312	Strategic Brand Management	3
MKT351	Retailing and Distribution Management	3
MKT353	Services Marketing	3

F. RISK AND INSURANCE MANAGEMENT STREAM

RIM200	Principles of Risk Management (R)	3
RIM201	Principles of Insurance (R)	3
RIM202	Fundamentals of Actuarial Science (R)	3

Stream Elective Courses (6 credits to be taken)		
FIN300	Investment & Portfolio Management	3
FIN356	Fixed Income Securities	3
RIM203	Fundamental Practice in Risk Modeling	3
RIM250	Personal Risk and Financial Planning	3
RIM350	Life and Health Insurance	3
RIM351	Property and Liability Insurance	3
RIM352	Reinsurance	3
RIM354	International Insurance and Financial Services Markets	3

SUPPORTING SPECIALISATION

In addition to the Stream courses, BBA students can make use of free elective credits to take a Supporting Specialisation in a business area other than their stream of study in order to enrich their business knowledge (for example, Accounting Stream students can take a Supporting Specialisation in Finance, Human Resource Management, Information Technology, Logistics and Decision Science, Marketing, or Risk and Insurance Management).

(R) denotes required course(s).

Each Supporting Specialisation consists of 12 credits or four Business courses and no double counting of courses to fulfil the supporting specialisation requirement is allowed. As the University requires that at least half of the 12-credit free electives should be taken outside students' study programme, business students who take a Supporting Specialisation will need to take an additional 6 credits (or 2 courses) of free electives. As a result, business students who take a Supporting Specialisation will normally graduate with 96 credits.

Students are required to submit their application for Supporting Specialisation to the Business Programmes Office by the end of the add/drop period in the first term of their final year of study. Applications received will be considered individually by Director of Business Programmes and Head of Department concerned. A student, who upon graduation, has obtained approval and successfully fulfilled the requirements specified in the curriculum of the Supporting Specialisation, shall have the title of his/her Supporting Specialisation indicated in his/her transcript.

A. SUPPORTING SPECIALISATION IN ACCOUNTING

Required Courses (*2 courses, 6 credits*)

ACT200 Intermediate Accounting I

ACT201 Intermediate Accounting II

Elective Courses (*2 courses, 6 credits*)

ACT202 Cost Accounting

ACT203 Taxation

ACT250 Accounting and Regulatory Environment of the Chinese Mainland

ACT355 Accounting Information Systems

ACT366 International Accounting

ACT367 Financial Statement Analysis

B. SUPPORTING SPECIALISATION IN FINANCE

Required Course (*1 course, 3 credits*)

FIN200 Corporate Finance or

FIN201 Hong Kong Monetary and Financial Systems or

FIN300 Investment and Portfolio Management

Elective Courses (*3 courses, 9 credits*)

Either

Nine credits from any 200- or 300-level Finance courses (FIN-coded)

or

Six credits from any 200- or 300-level Finance courses (FIN-coded) plus one of the following relevant courses:

RIM200 Principles of Risk Management

RIM201 Principles of Insurance

RIM250 Personal Risk and Financial Planning

C. SUPPORTING SPECIALISATION IN HUMAN RESOURCE MANAGEMENT

Required Courses (*2 courses, 6 credits*)

HRM200 Human Resource Planning and Staffing

HRM202 Training and Development

Elective Courses (2 courses, 6 credits)
HRM201 Performance and Compensation Management
HRM350 Industrial Relations in Hong Kong
HRM351 Management of Innovation and Change
HRM353 Quality and People
HRM358 Work and Organisation

D. SUPPORTING SPECIALISATION IN INFORMATION TECHNOLOGY

Required Course (1 course, 3 credits)
BUS110 Introduction to Information Literacy

Elective Courses (3 courses, 9 credits)
CDS205 Introduction to Programming
CDS209 Digital Video Editing and Movie Making
CDS215 Internet Technology
CDS251 Digital Imaging & Photography
CDS252 Wireless Technology
CDS253 Electronic Publishing and 3D Modelling (retitled from Electronic Documents and Publishing from 2013-14)
ISM353 Electronic Commerce

E. SUPPORTING SPECIALISATION IN LOGISTICS AND DECISION SCIENCE

Required Courses (2 courses, 6 credits)
CDS250 Electronic Business: Supply Chain Applications
MGT200 Essentials of Logistics and Supply Chain Management

Elective Courses (2 courses, 6 credits)
BUS212 Project Management
CDS350 E-Procurement & E-Customer Relationship Management
CDS352 Inventory Management
CDS353 Logistics and Transportation

F. SUPPORTING SPECIALISATION IN MARKETING

Required Course (1 course, 3 credits)
MKT201 Buyer Behaviour

Elective Courses (3 courses, 9 credits)
Any 200- or 300-level Marketing courses (MKT-coded) except MKT213 but only a maximum of one course can be chosen from the following:

MKT241 International Business Management
MKT397 Special Topics in International Business

G. SUPPORTING SPECIALISATION IN RISK AND INSURANCE MANAGEMENT

Required Course (1 course, 3 credits)
RIM201 Principles of Insurance

Elective Courses (3 courses, 9 credits)
Any 200- or 300-level Risk and Insurance Management courses (RIM-coded).

List of all Courses offered by Business Departments

If BBA students take any of the following courses as Free Electives, the course(s) will be counted as Free Electives inside the BBA Programme, except those starred (*) courses which will be counted as Free Electives outside the BBA programme.

	<u>Number of Credits</u>	
ACT110	Understanding and Analysing Company Reports	3
ACT111*	The Legal System of the People's Republic of China (PRC)	3
ACT112*	Professional Responsibility and Integrity	3
ACT200	Intermediate Accounting I	3
ACT201	Intermediate Accounting II	3
ACT202	Cost Accounting	3
ACT203	Taxation	3
ACT250	Accounting and Regulatory Environment of the Chinese Mainland	3
ACT300	Company Law	3
ACT301	Auditing	3
ACT350	Advanced Auditing	3
ACT351	Advanced Taxation	3
ACT352	Accounting Theory	3
ACT353	Advanced Management Accounting	3
ACT354	Advanced Accounting	3
ACT355	Accounting Information Systems	3
ACT366	International Accounting	3
ACT367	Financial Statement Analysis	3
ACT399	Special Topics in Accounting	3
BUS101	Introduction to Business	3
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
BUS110	Introduction to Information Literacy	3
BUS201	Financial Management	3
BUS202	Organisational Behaviour	3
BUS205	Marketing Management	3
BUS206	Information Systems Management	3
BUS207	Management Science	3
BUS211	Operations Management	3
BUS212	Project Management	3
BUS301	Strategic Management	3
BUS330	Research Methodology	3
BUS331	Business Project	3
BUS332	Business Practicum	3
BUS399	Special Topics in Management	3
CDS111*	Statistics in Modern Society (only offered as GED111 from 2013-14)	3
CDS112*	Mathematical Literacy in Today's World (only offered as GED112 from 2013-14)	3
CDS119*	Colours Science and Digital Applications	3

Number of Credits

CDS122*	Personal Security in Cyberspace	3
CDS205	Introduction to Programming	3
CDS209	Digital Video Editing and Movie Making	3
CDS215	Internet Technology	3
CDS250	Electronic Business: Supply Chain Applications	3
CDS251	Digital Imaging and Photography	3
CDS252	Wireless Technology	3
CDS253	Electronic Publishing and 3D Modelling (retitled from Electronic Documents and Publishing from 2013-14)	3
CDS254*	Creative Digital Imaging	3
CDS255*	Games in Daily Life	3
CDS350	E-Procurement & E-Customer Relationship Management	3
CDS352	Inventory Management	3
CDS353	Logistics and Transportation	3
FIN101*	Financial Markets and Their Impacts on Society	3
FIN130*	Understanding Investment in the Stock Market	3
FIN133*	Ethics and Morality in Finance	3
FIN134*	Real Estate and Its Social Value in Asian Societies	3
FIN200	Corporate Finance	3
FIN201	Hong Kong Monetary and Financial Systems	3
FIN250	Introduction to Financial Econometrics	3
FIN251	Practical Personal Investment	3
FIN300	Investment and Portfolio Management	3
FIN351	Advanced Financial Theory	3
FIN352	International Financial Management	3
FIN353	Management of Financial Institutions	3
FIN355	Derivative Securities and Hedging Strategies	3
FIN356	Fixed Income Securities	3
FIN357	Real Portfolio Management	3
FIN399	Special Topics in Finance	3
GEB232*	Why People Pay Taxes	3
GEC326*	Managing Personal Finance	3
HRM200	Human Resource Planning and Staffing	3
HRM201	Performance and Compensation Management	3
HRM202	Training and Development	3
HRM203	Introduction to Human Resource Management	3
HRM250	Enhancing Employability and Career Development	3
HRM350	Industrial Relations in Hong Kong	3
HRM351	Management of Innovation and Change	3
HRM352	Leadership and Teamwork	3
HRM353	Quality and People	3
HRM355	Current Issues in Organisations	3
HRM356	Japanese Management	3
HRM358	Work and Organisation	3
HRM399	Special Topics in Human Resource Management	3
ISM353	Electronic Commerce	3
MGT200	Essentials of Logistics & Supply Chain Management	3
MGT205*	Business Ethics (only offered as GEB205 from 2013-14)	3
MGT251	Effective Management	3

Number of Credits

MGT252*	Traditional Chinese Thought and Management	3
MGT253*	Corporate Social Responsibility	3
MGT254*	Getting to Yes Through Negotiation	3
MGT255*	Labour Markets, Employability and Career Development	3
MGT350	Procurement, Storage and Distribution	3
MKT201	Buyer Behaviour	3
MKT203	Marketing Research	3
MKT211	Business to Business Marketing	3
MKT213*	Be Your Own Boss – Entrepreneurship	3
MKT214	Marketing for Financial Services	3
MKT220*	Using the Internet for Learning and Research	3
MKT221	Marketing in the Chinese Mainland	3
MKT231	Advertising and Integrated Marketing Communications	3
MKT241	International Business Management	3
MKT247*	China as a Business and Consumer Society	3
MKT252*	Consumer Culture and Values	3
MKT254*	To Care About Our Society – Social Marketing	3
MKT255*	Innovation in Practice	3
MKT311	Selling and Sales Management	3
MKT312	Strategic Brand Management	3
MKT321	International Marketing Management	3
MKT351	Retailing and Distribution Management	3
MKT353	Services Marketing	3
MKT355	Marketing Strategies	3
MKT397	Special Topics in International Business	3
MKT399	Special Topics in Marketing	3
RIM200	Principles of Risk Management	3
RIM201	Principles of Insurance	3
RIM202	Fundamentals of Actuarial Science	3
RIM203	Fundamental Practice in Risk Modeling	3
RIM250	Personal Risk and Financial Planning	3
RIM350	Life and Health Insurance	3
RIM351	Property and Liability Insurance	3
RIM352	Reinsurance	3
RIM354	International Insurance and Financial Services Markets	3
RIM399	Seminars in Risk and Insurance Management	3

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. Among these free elective credits, at least six should be obtained from courses outside their own study programmes. Such a requirement may be waived for BBA - Accounting Stream students, in view of the need of satisfying the professional licence exemption requirements. Such students may thus use all four free electives to take ACT-coded courses. If however, Accounting stream students do not choose this option, then they must take at least 6 non-business credits courses as free electives.