

Bachelor of Business Administration (Honours)

Programme Structure for 2024-25 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		
		1 st	1 st /2 nd	2 nd
		Term	Term	Term
FIRST YEAR				Total
CCC8011	Critical Thinking: Analysis and Argumentation (R) [@]		3	3
CCC8012	The Making of Hong Kong (R) [@]		3	3
CCC8015	Generative Artificial Intelligence (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
	^ 1 Cluster Course		3	3
				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
	ELE Elective(s) ^{##} and/or Free Elective(s)*		6	6
	(2 courses)			
	^ 2 Cluster Courses		6	6
				33

(R) denotes required course(s).

[@] Students are assigned to take CCC8011, CCC8012 and CCC8015 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>.

* Accounting and Corporate Governance (ACG) students will take a total of 21 credits of Major courses and 24 credits of Free Electives, whereas non-ACG 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 4 Cluster courses in total. For details, please see the Core Curriculum Section.

		Number of Credits			
		1 st	1 st /2 nd	2 nd	
		<u>Term</u>	<u>Term</u>	<u>Term</u>	<u>Total</u>
THIRD YEAR					
	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 and Corporate Governance)					126
(Major in Accounting and Corporate Governance)					

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>.

* ACG students will take a total of 21 credits of Major courses and 24 credits of Free Electives, whereas non-ACG 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 4 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 ACG BBA students and 15 credits for non-ACG BBA students)

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

Major Courses**A. MAJOR IN ACCOUNTING AND CORPORATE GOVERNANCE**

Students will have to choose either the Professional Accounting Concentration or the Corporate Governance Concentration.

Professional Accounting Concentration

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)

Corporate Governance Concentration

ACT3203 Taxation I (R)
ACT3300 Company Law (R)
ACT3368 Corporate Financial Reporting (R)
ACT3369 Environmental, Social and Governance (ESG) Issues in Business and Accounting (R)
ACT4355 Corporate Governance and Business Ethics (R)
ACT4356 Securities Law and Regulations (R)
RIM2200 Principles of Risk Management (R)

(R) denotes required course(s).

B. MAJOR IN DIGITAL BUSINESS

(For the UGC-funded programme, this Major is available for students designated as Year 3 students upon admission in 2022-23 and after. For the self-financed programme, this Major is available for students designated as Year 1 students upon admission in 2024-25.)

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

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 AND ENTREPRENEURSHIP

CLA9019 Entrepreneurial Spirit and Opportunities (R)
HRM2200 Human Resource Planning and Staffing (R)
HRM3201 Performance and Compensation Management (R)

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

Students will have to choose at least one elective course from each of the two Categories, viz. the Human Resource Management Category and the Entrepreneurship Category.

(R) denotes required course(s).

Human Resource Management Category

HRM3202 Training and Development

HRM3352 Leadership and Teamwork

HRM4350 Industrial Relations and Employment Law

HRM4358 Be Future Ready ! Work and Organisation in the Digital Era

Entrepreneurship Category

BUS4002 Entrepreneurship in Action and Practice

CLC9010 Getting to Yes through Negotiation

HRM3353 Quality and People

HRM4351 Management of Innovation and Change

E. MAJOR IN MARKETING AND SOCIAL MEDIA

MKT3201 Consumer Behaviour (R)

MKT3203 Marketing Research (R)

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

CLC9022 The Digital Economy and Social Media

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

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).