



Bachelor of Business and Administration [BBA]

Programme Structure:

Students reading the BBA curriculum are required to take a total of 240 credits within four years of study.

UG5 Requirements (54 credits)	<ul style="list-style-type: none"> UG5 Requirements: (i) English language enhancement (12 credits); (ii) Chinese language enhancement (6 credits); and (iii) Common Core Courses (36 credits). CAES1000 Core University English and Chinese language course: please check the exemption criteria in the application form and apply by the deadline. Common Core Courses: complete 36 credits (6 courses) comprising at least one and more than two courses from each Area of Inquiry (AoI) with not more than 24 credits of courses being selected within one academic year except where candidates are required to make up for failed credits.
Compulsory Major (72 credits)	<ul style="list-style-type: none"> Opt for one of the following majors at the beginning of 2nd year: (i) Business Design and Innovation (BDI)[^]; (ii) Human Resource Management (HRM); (iii) Information Systems (IS); (iv) Marketing; or (v) Wealth Management. For each major (72 credits), you have to complete: <ul style="list-style-type: none"> (i) Faculty Core Courses (24 credits); (ii) Business Core Courses (24 credits); and (iii) Disciplinary Courses (24 credits), according to your chosen major.
Free Electives (114 credits)	<ul style="list-style-type: none"> Free electives are courses except Common Core Courses. May utilise these 114 credits of free electives for an <u>optional</u> major and/or minor.
Other Graduation Requirements	<ul style="list-style-type: none"> Mandatory English Proficiency Test at two different junctures: (i) Entry Test in <u>Year 1</u>; and (ii) Exit Test in your <u>final year</u> of study.
Important Note	<ul style="list-style-type: none"> Please take courses following the order of study indicated in the Regulations and Syllabuses: http://www.fbe.hku.hk/academic-programmes/undergraduate/bba Study load: at least 60 credits of courses in an academic year. Prior approval is needed for credit overload and/or underload in any academic year.

[^]Candidates must undergo a selection process arranged by the Programme Coordinator.

Important Dates in August- September 2017	Deadline for CAES1000 Exemption Application	August 13, 2017 (11:59 p.m.)
	Deadline for online Faculty Academic Advisers (FAA) sign-up	August 16, 2017 (11:59 pm)
	Course selection period	August 23 (10:00 a.m.) – August 28 (4:00 p.m.), 2017 [Suspension period: August 24, 2017 (9:00 a.m. – 2:30 p.m.)]
	First Day of Teaching	September 1, 2017
	Add/Drop Period	August 31 (10:00 a.m.) – September 13 (4:00 p.m.), 2017 [Suspension period: September 1, 2017 (12:00 noon – 5:00 p.m.)]
Reminders	<ul style="list-style-type: none"> Students are required to meet with the FAAs at least <i>once every semester</i> in their first year of study. Sign up for the Faculty Student Academic Advising programme at https://ugaa.hku.hk/signup-faa.php Visit the one-stop page “Orientation for Freshmen” at : http://www.fbe.hku.hk/academic-programmes/undergraduate/orientation-for-freshmen Warning letters will be issued if your performance in coursework, tutorials/class tests/mid-term examination or attendance in lectures/tutorials is unsatisfactory. 	

BBA Degree Curriculum Requirements:

Major	BBA (Major in BDI)^			BBA (Major in HRM)			BBA (Major in IS)			BBA (Major in Marketing)			BBA (Major in Wealth Management)		
	Course	Yr	Cr	Course	Yr	Cr	Course	Yr	Cr	Course	Yr	Cr	Course	Yr	Cr
UG 5 Requirements	English	1&2	12	English	1&2	12	English	1&2	12	English	1&2	12	English	1&2	12
	Chinese	3	6	Chinese	3	6	Chinese	3	6	Chinese	3	6	Chinese	3	6
	Common Core	1&2	36	Common Core	1&2	36	Common Core	1&2	36	Common Core	1&2	36	Common Core	1&2	36
Sub-total			54			54			54			54			54
First Major															
Faculty Core courses	ACCT1101 Introduction to financial accounting*#	1	6	ACCT1101 Introduction to financial accounting*#	1	6	ACCT1101 Introduction to financial accounting*#	1	6	ACCT1101 Introduction to financial accounting*#	1	6	ACCT1101 Introduction to financial accounting*#	1	6
	ECON1210 Introductory microeconomics*#	1	6	ECON1210 Introductory microeconomics*#	1	6	ECON1210 Introductory microeconomics*#	1	6	ECON1210 Introductory microeconomics*#	1	6	ECON1210 Introductory microeconomics*#	1	6
	FINA1310 Corporate finance*	2	6	FINA1310 Corporate finance*	2	6	FINA1310 Corporate finance*	2	6	FINA1310 Corporate finance*	2	6	FINA1310 Corporate finance*	2	6
	Statistics requirement*#	1	6	Statistics requirement*#	1	6	Statistics requirement*#	1	6	Statistics requirement*#	1	6	Statistics requirement*#	1	6
Business Core courses	IIMT2601 Management information systems	2/3	6	IIMT2601 Management information systems	2/3	6	IIMT2601 Management information systems	2/3	6	IIMT2601 Management information systems	2/3	6	IIMT2601 Management information systems	2/3	6
	MGMT2401 Principles of management	2/3	6	MGMT2401 Principles of management	2/3	6	MGMT2401 Principles of management	2/3	6	MGMT2401 Principles of management	2/3	6	MGMT2401 Principles of management	2/3	6
	MKTG2501 Introduction to marketing	2/3	6	MKTG2501 Introduction to marketing	2/3	6	MKTG2501 Introduction to marketing	2/3	6	MKTG2501 Introduction to marketing	2/3	6	MKTG2501 Introduction to marketing	2/3	6
	STRA4701 Strategic management (Capstone)	4	6	STRA4701 Strategic management (Capstone)	4	6	STRA4701 Strategic management (Capstone)	4	6	STRA4701 Strategic management (Capstone)	4	6	STRA4701 Strategic management (Capstone)	4	6
Disciplinary courses	<i>Complete all:</i>		24	<i>Choose four:</i>		24	<i>Complete all:</i>		24	<i>Complete all:</i>		24	<i>Choose four:</i>		24
	IIMT3621 Creativity & business innovation	2/3		MGMT3403 Leadership	2/3/4		IIMT3601 Data management/COMP 3278 Intro database management	2/3/4		MKTG3501 Consumer behavior	2/3/4		ACCT3107 HK taxation	2/3/4	
	IIMT3626 Values-driven innovation	2/3		MGMT3404 Cross-cultural management	2/3/4		IIMT3602 IS analysis & design	2/3/4		MKTG3502 Marketing research	2/3/4		FINA2320 Investments & portfolio analysis	2/3/4	
	IIMT3623 Design thinking: concepts & applications	3/4		MGMT3405 Organizational behavior	2/3/4		IIMT3603 Project management	3/4		MKTG3525 Services marketing	2/3/4		FINA2322 Derivatives	2/3/4	
	IIMT3624 Design studio	3/4		MGMT3415 Principles of entrepreneurship	2/3/4		IIMT4601 IS Project management	3/4		MKTG3531 Strategic marketing management	2/3/4		FINA2342 Insurance: theory & practice	2/3/4	
				MGMT3429 Strategic HRM	2/3/4								FINA3325 Alternative investments	2/3/4	
				MGMT3434 HR: theory and practice	2/3/4										
				MGMT3475 Current topics in HRM	2/3/4										
				MGMT3476 Managing organizational change	2/3/4										
Sub-total			72			72			72			72			72
Free electives	Courses except Common Core	1/2/3/4	114	Courses except Common Core	1/2/3/4	114	Courses except Common Core	1/2/3/4	114	Courses except Common Core	1/2/3/4	114	Courses except Common Core	1/2/3/4	114
Sub-total			114			114			114			114			114
Total Credits			240			240			240			240			240

^Candidates must undergo a selection process arranged by the Programme Coordinator.

*Faculty Core courses: They can only be double-counted across major-major, but not major-minor combination.

Courses pre-registered for students. No change is allowed.

Disclaimer: The information applies to students admitted in 2017-2018. Please check the details at the Faculty website: <http://www.fbe.hku.hk/>. For enquiries, please contact the Faculty Office at phone: 3917 5343 or email: fbe.undergrad@hku.hk All application forms can be downloaded at website: <http://www.fbe.hku.hk/current-students/downloadable-forms>