











Bachelor of Business Administration [BBA] Curriculum Requirements (Total: 240 credits)
(Please refer to the BBA Degree Syllabus of the 2021-2022 intake for details.)

1. UG5 Requirements (9 courses; 54 credits)

(a) Language Courses (3 courses; 18 credits): (i) CAES1000 Core University English + (ii) CAES9920 Academic Communication for Business and Economics + (iii) CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) Students

- CAES1000 Core University English (CUE) is a compulsory course for all undergraduate students. Students must enrol in CAES1000 in either Semester 1 or 2 of Year 1 unless exemption or advanced standing has been granted. Students who have achieved Level 5 or above in English Language in HKDSE, or equivalent, are exempted from the CUE requirement, and CAES1000 is optional. Those who do not take CAES1000 should take a free elective course in lieu.

Students who have achieved Level 5 or above in HKDSE English Language are automatically exempted from the CUE requirement. Those who have attained the equivalencies to Level 5 or above in HKDSE English Language are also eligible to apply for exemption from the CUE requirement. To apply for exemption from the CUE requirement, students should complete the online application form at the HKU Business School (the School) website (<https://ug.fbe.hku.hk/support-and-development/useful-info/downloadable-forms>) by the deadline. Students with Level 3 or Level 4 in HKDSE English Language are NOT allowed to use any of the equivalent standards to get exempted from CAES1000.

- Putonghua-speaking candidates must take CUND9002 Practical Chinese and Hong Kong Society or CUND9003 Cantonese for Non-Cantonese Speaking Students (instead of CBBA9001 Practical Chinese for BBA/BBA(Acc&Fin) Students). Students who have not studied the Chinese language during their secondary education or who have not attained the requisite level of competence in the Chinese language to take CBBA9001 should apply for exemption from the Chinese language requirement and take a 6-credit Cantonese or Putonghua language course offered by the School of Chinese especially for international and exchange students, or take a free elective course, in lieu of CBBA9001. To apply for exemption from the Chinese language requirement, students should complete the application form at the School website (<https://ug.fbe.hku.hk/support-and-development/useful-info/downloadable-forms>) and return it to the Faculty Office by the deadline.

(b) Common Core Courses (6 courses; 36 credits)

Students shall complete a total of 6 Common Core courses (36 credits), comprising at least one and not 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.

2. Compulsory BBA Major

Students are required to complete one of the following BBA Majors: (1) Entrepreneurship, Design and Innovation (EDI), (2) Finance, (3) Human Resource Management (HRM), (4) Information Systems and Analytics (ISA), or (5) Marketing. They should declare a BBA Major via SIS starting from the preliminary course enrolment period in Year 2. The declaration is to be finalised by the end of the add/drop period in Semester 1 of Year 4.

2.1 Major in Entrepreneurship, Design and Innovation (EDI) (13 courses; 78 credits) [Note: Candidates must undergo a selection process arranged by the EDI Programme Coordinator.]

(a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) ACCT1101 Introduction to Financial Accounting + (ii) ECON1210 Introductory Microeconomics + (iii) FINA1310 Corporate Finance + (iv) Statistics Course (ECON1280 Analysis of Economic Data or STAT1602 Business Statistics or STAT1603 Introductory Statistics)

- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by HKU Business School, students will be required to take an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
- Double-counting is NOT allowed for courses other than the FCC. Students will be required to take an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.

(b) Disciplinary Core Courses (5 courses; 30 credits): (i) IIMT2601 Management Information Systems + (ii) IIMT3623 Design Thinking: Concepts and Applications + (iii) MGMT2401 Principles of Management + (iv) MKTG2501 Introduction to Marketing + (v) STRA4701 Strategic Management

(c) EDI Disciplinary Electives (3 courses; 18 credits): Students should complete three EDI disciplinary electives (18 credits), of which at least one must be IIMT3627 Venture and Entrepreneurship Management or IIMT3682 IT and Entrepreneurship. Please refer to [Attachment I](#) for the list of EDI disciplinary electives.

(d) Capstone Course (1 course; 6 credits): IIMT3624 Design Studio

2.2 Major in Finance (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *STAT1602* Business Statistics or *STAT1603* Introductory Statistics)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by HKU Business School, students will be required to take an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to take an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (5 courses; 30 credits): (i) *ECON1220* Introductory Macroeconomics + (ii) *ECON2280* Introductory Econometrics + (iii) *FINA2320* Investments and Portfolio Analysis + (iv) *FINA2322* Derivatives + (v) *MATH1009* Basic Mathematics for Business and Economics or *MATH1013* University Mathematics II
- (c) Business Disciplinary Elective (1 course; 6 credits): *IIMT2601* Management Information Systems or *MGMT2401* Principles of Management or *MKTG2501* Introduction to Marketing
- (d) Finance Disciplinary Electives (2 courses; 12 credits): Please refer to [Attachment I](#) for the list of finance disciplinary electives.
- (e) Capstone Course (1 course; 6 credits): *ECON4200* Senior Seminar in Economics and Finance

2.3 Major in Human Resource Management (HRM) (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *STAT1602* Business Statistics or *STAT1603* Introductory Statistics)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by HKU Business School, students will be required to take an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to take an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (4 courses; 24 credits): (i) *IIMT2601* Management Information Systems + (ii) *MGMT2401* Principles of Management + (iii) *MGMT3405* Organizational Behaviour + (iv) *MKTG2501* Introduction to Marketing
- (c) HRM Disciplinary Electives (4 courses; 24 credits): Please refer to [Attachment I](#) for the list of HRM disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): *STRA4701* Strategic Management

2.4 Major in Information Systems and Analytics (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) *ACCT1101* Introduction to Financial Accounting + (ii) *ECON1210* Introductory Microeconomics + (iii) *FINA1310* Corporate Finance + (iv) Statistics Course (*ECON1280* Analysis of Economic Data or *STAT1602* Business Statistics or *STAT1603* Introductory Statistics)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by HKU Business School, students will be required to take an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to take an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (8 courses; 48 credits): (i) *IIMT2601* Management Information Systems + (ii) *IIMT2641* Introduction to Business Analytics + (iii) *IIMT3601* Database Management or *COMP3278* Introduction to Database Management Systems + (iv) *IIMT3602* Information Systems Analysis and Design or *COMP3297* Software Engineering + (v) *IIMT3603* Project Management + (vi) *IIMT3642* Managing and Mining Big Data + (vii) *IIMT4602* Digital Innovation + (viii) *MGMT2401* Principles of Management
- (c) Capstone Course (1 course; 6 credits): *IIMT4601* Information Systems Project Management

2.5 Major in Marketing (13 courses; 78 credits)

- (a) Faculty Core Courses (FCC) (4 courses; 24 credits): (i) ACCT1101 Introduction to Financial Accounting + (ii) ECON1210 Introductory Microeconomics + (iii) FINA1310 Corporate Finance + (iv) Statistics Course (ECON1280 Analysis of Economic Data or STAT1602 Business Statistics or STAT1603 Introductory Statistics)
- FCC can only be double-counted across major-major, but not major-minor combination. Should the FCC constitute the requirements of a second major or a minor offered by HKU Business School, students will be required to take an equivalent number of credits of free electives (for major-major combination) or advanced level minor disciplinary electives (for major-minor combination) in lieu of the overlapped FCC.
 - Double-counting is NOT allowed for courses other than the FCC. Students will be required to take an equivalent number of credits of advanced level disciplinary electives under the major/minor concerned in lieu of the overlapped courses.
- (b) Disciplinary Core Courses (5 courses; 30 credits): (i) MKTG2501 Introduction to Marketing (*Semester 2 if it is to be taken in Year 1*) + (ii) MKTG3501 Consumer Behaviour +(iii) MKTG3502 Marketing Research + (iv) MKTG3524 Digital Marketing + (v) MGMT2401 Principles of Management
- (c) Marketing Disciplinary Electives (3 courses; 18 credits): Students should complete three marketing disciplinary electives (18 credits), two from List A (12 credits) and one from List B (6 credits). Please refer to [Attachment I](#) for the list of marketing disciplinary electives.
- (d) Capstone Course (1 course; 6 credits): MKTG3531 Strategic Marketing Management

3. Free Electives (18 courses; 108 credits)

Free electives are courses in any disciplines except Common Core and Chinese Language Enhancement courses. Students may utilise the 108 credits of free electives to fulfil an optional second major and/or minor(s).

[Note: Students can declare an optional second major/minor(s) via SIS starting from the preliminary course enrolment period in Year 2. Major/minor declaration is to be finalised by the end of the add/drop period in Semester 1 of Year 4.]

The BBA degree regulations and syllabus, course descriptions, and course outlines are downloadable from the School website (<https://ug.fbe.hku.hk>). For enquiries regarding the BBA curriculum, please contact the Faculty Office by email to fbe.undergrad@hku.hk. It is important that you state your full name, university number, curriculum, and year of study in the email.

EDI Disciplinary Electives

Course Code	Course Title	Year of Study	Credits
BUSI1807	Business Consulting Practicum	2 or 3	6
IIMT3621	Creativity and Business Innovation	2 or 3	6
IIMT3626	Values-driven Innovation	2 or 3	6
IIMT3627	Venture and Entrepreneurship Management	2 or 3	6
IIMT3682	IT and Entrepreneurship	3 or 4	6

HRM Disciplinary Electives

Course Code	Course Title	Year of Study	Credits
MGMT3403	Leadership	2 or 3 or 4	6
MGMT3404	Cross-cultural Management	2 or 3 or 4	6
MGMT3415	Principles of Entrepreneurship	2 or 3 or 4	6
MGMT3416	Storytelling: Global Business Communication	2 or 3 or 4	6
MGMT3417	The European Business Environment	2 or 3 or 4	6
MGMT3429	Strategic Human Resources Management	2 or 3 or 4	6
MGMT3434	Human Resource: Theory and Practice	2 or 3 or 4	6
MGMT3475	Current Topics in Human Resource Management	2 or 3 or 4	6
MGMT3476	Managing Organizational Change	2 or 3 or 4	6

Marketing Disciplinary ElectivesList A

Course Code	Course Title	Year of Study	Credits
MKTG3511	Advertising Management	2 or 3 or 4	6
MKTG3512	Brand Management	2 or 3 or 4	6
MKTG3523	Global Marketing	2 or 3 or 4	6
MKTG3525	Services Marketing	2 or 3 or 4	6
MKTG3526	Innovation and New Product Development	2 or 3 or 4	6

List B

Course Code	Course Title	Year of Study	Credits
MKTG3527	Pricing Strategies	2 or 3 or 4	6
MKTG3528	Marketing Analytics	2 or 3 or 4	6
MKTG3529	Social Media Marketing	2 or 3 or 4	6
MKTG3530	Big Data Marketing	2 or 3 or 4	6

Finance Disciplinary Electives

Course Code	Course Title	Credits
ACCT3114	Valuation Using Financial Statements	6
FINA2311	Case Studies in Corporate Finance	6
FINA2312	Advanced Corporate Finance	6
FINA2330	Financial Markets and Institutions	6
FINA2331	Management of Commercial Banks	6
FINA2332	International Banking	6
FINA2342	Insurance: Theory and Practice	6
FINA2343	Lending and Credit in Private Banking and Corporate Banking (1)	6
FINA2344	Lending and Credit in Private Banking and Corporate Banking (2)	6
FINA2382	Real Estate Finance	6
FINA2383	International Financial Management	6
FINA2390	Financial Programming and Databases	6
FINA3316	Investment Banking: Valuation, LBOs, and M&A	6
FINA3317	Entrepreneurial Finance	6
FINA3318	China's Financial System and Markets	6
FINA3319	Green Finance and Impact Investing	6
FINA3322	Credit Risk	6
FINA3323	Fixed Income Securities	6
FINA3324	Interest Rate Models	6
FINA3325	Alternative Investments	6
FINA3326	Equity Valuation and Investment Management	6
FINA3327	Hedge Funds: Strategies, Business Management, and Institutions	6
FINA3334	Private Banking and Wealth Management	6
FINA3335	Current Issues in Asset Management and Private Banking Industry	6
FING3336	Investment Consulting, Institutional Business and Family Office	6
FINA3340	Risk Management	6
FINA3350	Mathematical Finance	6
FINA3351	Spreadsheet Financial Modeling	6
FINA3353	Regulatory, Operational and Valuation Issues in Finance Institutions	6
FINA3360	Financial Practicum	6
FINA3381	Behavioral Finance	6
FINA3382	Structured Finance and Securitization	6
FINA3383	Financial Regulations and Compliance	6
FINA3384	Special Topics in Finance	6
FINA3391	Reading Course	6
FINA4341	Quantitative Risk Management	6
FINA4350	Text Analytics and Natural Language Processing in Finance and Fintech	6
FINA4354	Financial Engineering	6
FINA4359	Big Data Analytics Applied Toward Quantitative Finance	6
FINA4392	Dissertation	12

(*Note: The courses listed above may not be offered every year.)