

Bachelor of Business Administration (Honours) - admitted before 2015/16

1. Aim of the BBA Programme

The BBA Programme aims to provide students with generic skills, general education and business knowledge for their personal and professional development so as to enable them to undertake further studies in business and to meet the challenges and requirements of the business workplace at professional level locally and internationally.

2. Objectives of the BBA Programme

The Programme will enable students to:

- ◆ learn independently;
- ◆ develop critical thinking ability, creativity, analytical and problem-solving capacities;
- ◆ communicate effectively in English and Chinese in a business environment and for study purposes;
- ◆ understand and use statistics for business purposes;
- ◆ develop social and interpersonal skills and team spirit;
- ◆ use information technology effectively for learning, communication and business-related purposes;
- ◆ widen their understanding of i) the world, ii) the communities and cultures in which they may live or work, and iii) current global issues of importance;
- ◆ have a solid foundation of theoretical knowledge in accounting, business and economics in the first two years of studies;
- ◆ widen and deepen their knowledge in a concentrated field of study (i.e. Accounting, Banking and Finance, or Marketing) in Year 3 and 4 and to put the knowledge into practice; and
- ◆ obtain field experience or to conduct a project in a business-related area, if applicable.

Life in HSMC will provide opportunities for students to:

- ◆ live a healthy and an active life;
- ◆ develop self-confidence, self-respect and respect for others;
- ◆ develop a better knowledge of their own talents and interests;
- ◆ participate in a wide range of activities and develop organisational and leadership qualities;
- ◆ develop a caring attitude and a sense of service to the community; and
- ◆ develop a sense of commitment and pursue excellence.

Bachelor of Business Administration (Honours) - admitted before 2015/16

3. BBA Programme Structure

Students are required to study at least 43 modules (129 credits) over the four years. Each module consists of three credits.

There are two Study Areas:

(i) The **General Education Study Area (GESA)** comprises a number of core and elective modules which enhance students' generic skills and broaden their horizons.

(ii) The **Business Education Study Area (BESA)** comprises a range of core modules designed to provide a solid foundation in business education and a wide range of elective modules enabling students to take a concentration in Accounting, Banking and Finance or Marketing.

The requirement of module combination from the two Study Areas and concentration entitlement is as follows:

Study Area	Number of Modules to be Taken
General Education (GESA)	11
Business Education (BESA)	15
Concentration	12
Others (from either General Education or Business Education Study Area)	5
Total	43

Students are required to take at least 9 core modules and 2 elective modules from the GESA, and 11 core modules in BESA in their first two years of studies. In Year 3 and 4, students are required to take 4 core modules in BESA, 12 modules related to the concentration selected, and a maximum of 5 elective modules from the GESA/BESA.

Core Modules for BBA Curriculum

(A) BBA Year 1 and Year 2

(1) General Education Study Area (GESA)

The GESA is designed to enhance students' generic skills and broaden their intellectual perspectives. GESA modules are classified into three categories as listed below. Students are required to enroll in 9 core modules and at least 2 elective modules in the GESA.

Module Code	Module Title
Category A: Languages	
ENG1010	English for Effective Communication
ENG1020	English for Public Speaking
ENG2010	English for Academic Purposes
CHN1001	Chinese Language
CHN1002	Chinese Literature Appreciation
Category B: Critical, Creative and Analytical Thinking	
GEN1001	Critical Thinking
STA1001	Mathematics and Statistics
Category C: Culture and Society	
GEN2001	Hong Kong Society
GEN2002	Global Politics

(i) **Category A: Languages**

Language learning carries an important role in the GESA. Acquisition of communicative skills is essential for enhancing students' ability of self-expression and achieving deeper learning of higher standard. Through developing students' ability in the acquisition of knowledge, modules in this category also contribute to enhancing students' critical and analytical skill as well as broadening their understanding of the world.

Bachelor of Business Administration (Honours) - admitted before 2015/16

(ii) **Category B: Critical, Creative and Analytical Thinking**

Modules in this category aim at developing students' cognitive skills and enhancing their ability in quantitative reasoning so that they can think critically, creatively and analytically. Students are required to take GEN1001 Critical Thinking and STA1001 Mathematics and Statistics as core modules.

(iii) **Category C: Culture and Society**

Modules in this category aim at raising students' awareness and encouraging a systematic multi-perspective approach to address issues in contemporary society. Students will start with two core modules, GEN2001 Hong Kong Society and GEN2002 Global Politics, to acquire a deepened understanding of the local society and a broad and general perspective of the global order. From these bases, students will be able to explore different issues in contemporary society through the various electives offered in the category.

(2) Business Education Study Area (BESA)

The 11 core modules in the BESA for the first two years, which provide a foundation in Business Administration, are as follows:

Module Code	Module Title
ACC2001/ ACY2001	Principles of Accounting 1/ Financial Accounting
ACC2002/ ACY2002	Principles of Accounting 2/ Management Accounting 1
BUS1001/MGT1001	Introduction to Business
BUS1002/MGT1002	Principles of Management
BUS2001	Principles of Marketing
COM2001	Information Systems in Business
ECO1001	Business Economics 1
ECO1002	Business Economics 2
ENG2020	English for Business Communication
FIN2001	Financial Management
STA2001	Statistical Analysis for Business

(B) BBA Year 3 and Year 4

(I) Core Business Modules (to be taken by students of all concentrations)

The 4 core business modules for Year 3 and 4 are as follows:

Module Code	Module Title
ACC2021/ ACY2021	Hong Kong Business Law
BUS4009/ MGT4001	Business Policy and Strategy
MAT3001	Introduction to Quantitative Methods
SCM3006	Operations and Supply Chain Management

(II) Concentration Modules

On top of the four core business modules, students have to select 17 modules in which at least 12 must be from the Concentration of study of the student. The five remaining electives can be chosen freely from general education modules and business education modules.

Bachelor of Business Administration (Honours) - admitted before 2015/16

4. Recommended Study Plan

D) Year 1 and 2 of Studies

Study Area	Department	Year 1		Year 2		
		Semester 1	Semester 2	Semester 1	Semester 2	
General Education	Chinese	CHN1001 Chinese Language	CHN1002 Chinese Literature Appreciation			
	English	ENG1010 English for Effective Communication	ENG1020 English for Public Speaking	ENG2010 English for Academic Purposes		
	Mathematics & Statistics	STA1001 Mathematics and Statistics ¹				
	Social Science		GEN1001 Critical Thinking	GEN2001 Hong Kong Society	GEN2002 Global Politics	
	Others	<i>One Elective</i>		<i>One Elective</i>		
	Sub-total		3/4	4/3	2/3	2/1
Business Education	English				ENG2020 English for Business Communication	
	Computing			COM2001 Information Systems in Business		
	Mathematics & Statistics				STA2001 Statistical Analysis for Business ¹	
	Accountancy ²			ACY2001 Financial Accounting ³	ACY2002 Management Accounting 1	
	Economics and Finance	ECO1001 Business Economics 1	ECO1002 Business Economics 2			
					FIN2001 Financial Management ⁴	
	Marketing			BUS2001 Principles of Marketing		
Management ⁵	MGT1001 Introduction to Business	MGT1002 Principles of Management				
	Sub-total	2	2	4/3	4/5	
	Total ⁶ :	5/6	6/5	5/6	6/5	

Bachelor of Business Administration (Honours) - admitted before 2015/16

II) Year 3 and 4 of Studies

Study Area	Year 3		Year 4	
	Semester 1	Semester 2	Semester 1	Semester 2
Accounting Concentration				
Accounting Concentration ^{2,8}	ACY3001 Intermediate Accounting 1	ACY3002 Intermediate Accounting 2	ACY4001 Advanced Accounting 1	ACY4002 Advanced Accounting 2
	ACY3005 Management Accounting 2	ACY3003 Hong Kong Taxation	ACY4003 Advanced Taxation	ACY3021 Hong Kong Company Law
	ACY2021 Hong Kong Business Law	MAT3001 Introduction to Quantitative Methods ¹	ACY4005 Advanced Management Accounting ⁴ or ACY4006 Accounting Information System	ACY4005 Advanced Management Accounting ³ or ACY4006 Accounting Information System
	SCM3006 Operations and Supply Chain Management	ACY3004 Auditing and Assurance 1	ACY4004 Auditing and Assurance 2	MGT4001 Business Policy and Strategy ⁶
	Elective	Elective	Elective	Elective
	Elective ⁷			
Total	5/6	6/5	5	5
Banking and Finance Concentration				
Banking and Finance Concentration	ECO3002 Introduction to Econometrics	ACY2021 Hong Kong Business Law	FIN4001 Financial Institution Management	FIN4005 Credit Risk Management
	FIN3001 Financial Institutions and Markets	ECO3001 Money and Banking	FIN4002 Fixed Income Securities	FIN4006 Portfolio Management
	FIN3003 Principles of Investments	MAT3001 Introduction to Quantitative Methods ¹	FIN4003 Financial Derivatives	FIN4007 International Finance
	FIN3004 Corporate Finance	SCM3006 Operations and Supply Chain Management	FIN4004 Personal Financial Planning	MGT4001 Business Policy and Strategy ⁶
	Elective	Elective	Elective	Elective
	Elective			
Total ⁶	5/6	6/5	5	5
Marketing Concentration				
Marketing Concentration	BUS3001 Marketing Research	BUS3003 Advertising and Integrated Marketing Communications	BUS4001 Marketing in China ⁸	BUS4004 Business to Business Marketing
	BUS4003 Retail and Channel Management	BUS3002 Consumer Behaviour	BUS4006 Services Marketing	BUS4005 Strategic Marketing
	ACY2021 Hong Kong Business Law	BUS3005 Human Resources Management	BUS4008 Global Marketing	BUS4002 E-Marketing
	MAT3001 Introduction to Quantitative Methods ¹	SCM3006 Operations and Supply Chain Management	BUS3004 Sales Force Management	MGT4001 Business Policy and Strategy ⁶
	Elective	Elective	Elective	Elective
	Elective			
Total ⁶	5/6	6/5	5	5

Bachelor of Business Administration (Honours) - admitted before 2015/16

Notes:

¹ STA1001 Mathematics and Statistics, STA2001 Statistical Analysis for Business and MAT3001 Introduction to Quantitative Methods were no longer offered. Students who have not yet obtained a Pass grade for the modules should:

- 1) take AMS1001 Introduction to Linear Algebra and Calculus (in replacement of STA1001)
- 2) take AMS1303 Probability and Statistics (in replacement of STA2001);
- 3) take AMS2001 Quantitative Methods for Business Management (in replacement of MAT3001)

2 Change of module codes and titles of modules offered by Department of Accountancy

The following accounting modules prefixed with 'ACC' would be mapped to equivalent accounting modules prefixed with 'ACY' effective from academic year 2015/16 as shown in the table below:

Original module code and title		New module code and title	
ACC2002	Principles of Accounting 2	ACY2002	Management Accounting 1
ACC2021	Hong Kong Business Law	ACY2021	Hong Kong Business Law
ACC3001	Intermediate Financial Accounting 1	ACY3001	Intermediate Accounting 1
ACC3002	Intermediate Financial Accounting 2	ACY3002	Intermediate Accounting 2
ACC3003	Hong Kong Taxation	ACY3003	Hong Kong Taxation
ACC3004	Introduction to Auditing	ACY3004	Auditing and Assurance 1
ACC3005	Management and Cost Accounting	ACY3005	Management Accounting 2
ACC4001	Advanced Financial Accounting and Reporting 1	ACY4001	Advanced Accounting 1
ACC4002	Advanced Financial Accounting and Reporting 2	ACY4002	Advanced Accounting 2
ACC4003	Advanced Taxation	ACY4003	Advanced Taxation
ACC4004	Advanced Auditing Practice	ACY4004	Auditing and Assurance 2
ACC4006	Accounting Information System	ACY4006	Accounting Information System
ACC4008	Financial Statement Analysis	ACY4008	Financial Statement Analysis
ACC4009	Enterprise Resource Planning Systems for Accounting	ACY4009	Enterprise Resource Planning Systems for Accounting
ACC4021	Hong Kong Company Law	ACY3021	Hong Kong Company Law

³ The following accounting modules are no longer offered, students should take the replacement module as specified below:

Accounting modules no longer offered		Replacement module	
ACC2001	Principles of Accounting 1	ACY2001	Financial Accounting
ACC4005	Advanced Management Accounting	ACY4005	Advanced Management Accounting

⁴ Change of module code and title from "FIN3002 Introduction to Financial Management" to "FIN2001 Financial Management" takes effect from the first semester of 2013/14.

5 Change of module codes and titles of modules offered by Department of Management

All the management modules prefixed with 'BUS' would be mapped to equivalent management modules prefixed with 'MGT' effective from academic year 2016/17 as shown in the table below:

Original module code and title		New module code and title	
BUS1001	Introduction to Business	MGT1001	Introduction to Business
BUS1002	Principles of Management	MGT1002	Principles of Management
BUS3005	Human Resources Management	MGT2012	Human Resources Management
BUS3101	Organizational Behaviour	MGT2011	Organizational Behaviour
BUS3102	Management Skills Development	MGT3011	Management Skills Development
BUS4007	International Business	MGT4007	International Business
BUS4009	Business Policy and Strategy	MGT4001	Business Policy and Strategy

⁶ Students can take 4 to 6 modules in each semester of semester 1 and semester 2. Students who wish to take more than the normal study load are required to apply for special approval from the Director of BBA Programme. Overloading may incur extra tuition fee. Please contact the Registry directly on payment for extra modules.

Bachelor of Business Administration (Honours) - admitted before 2015/16

⁷ To meet the competency requirements for Qualification Programme admission of the Hong Kong Institute of Certified Public Accountants (HKICPA), students in Accounting Concentration are required to take and pass the elective subject of FIN3004 Corporate Finance.

⁸ The module title of BUS4001 China Marketing is changed to BUS4001 Marketing in China, effective from academic year 2015/16.

Module Outlines

Detailed module outlines are available at the BBA Intranet.

Bachelor of Business Administration (Honours) - admitted before 2015/16

5. Module Exemption and Credit Transfer

Students can apply for module exemption/ credit transfer if they have completed an equivalent module in a recognised tertiary institution.

Module Exemption:

Module exemption may be granted for modules completed in other tertiary institutions for recognized qualifications. All applications should be submitted to Registry **within the first two weeks of the first semester after admission**. Applications will only be assessed ONCE and no late application will be accepted. Students should note that all exempted modules will not count towards the calculation of GPA and have no bearing on the classification of honours to be awarded.

Credit Transfer:

Credit transfer may be granted for modules completed at the College or in another tertiary institution. Outbound exchange students should submit their applications **within the first month upon resumption of study at the College**. Credit units transferred will be counted towards the graduation requirements but EXCLUDED from the calculation of students' GPA.

6. Concentration Selection

BBA students will select their Concentrations (either Accounting, Banking and Finance or Marketing) in their Year 2 studies.

Each Concentration has a quota. To be eligible to enrol in the preferred Concentration, students should obtain at least a Pass grade for the pre-requisite(s) to the Concentration before the completion of the Summer term of Year 2. Details of the required pre-requisite(s) for each Concentration are shown in the table below:

Concentration	Pre-requisite Requirements
Accounting (BBA-ACC)	· ACC2001 Principles of Accounting 1/ACY2001 Financial Accounting, and · ACY2002 Management Accounting 1
Banking & Finance (BBA-BAF)	· FIN2001 Financial Management
Marketing (BBA-MKT)	· BUS2001 Principles of Marketing

Further details will be announced by BBA Programme Office in due course.

Bachelor of Business Administration (Honours) - admitted before 2015/16

7. BBA Degree Award Requirements

In order to be eligible for the award of the BBA Degree, students must fulfil the following graduation requirements:

	Normal Entrants	Direct Entrants [#]	
		Admitted to Year 2	Admitted to Year 3
1. Completed and been assessed on, including all core modules, at least:	129 credits (43 modules)	96 credits (32 modules)	63 credits (21 modules)
2. Obtained a Grade D or better on, including all core modules, at least:	120 credits (40 modules)	93 credits (31 modules)	60 credits (20 modules)

[#] Direct entrants may be required to take deficient Year 1 and 2 modules and pay extra tuition fees for these modules. For details, please refer to notifications from the Registry.

3. Obtained an overall GPA of 2.0 or better across all modules in which they were assessed;
4. Passed the English Enhancement and the Information Technology Proficiency Test if required;
5. Fulfilled the requirement of Extra-curricular, Physical Activities and Community Services:

Requirements	Admission to:		
	Year 1	Year 2 (If Applicable)	Year 3 (If Applicable)
Extra-curricular	10 Hours	7.5 Hours	5 Hours
Physical Activities	10 Hours	7.5 Hours	5 Hours
Community Services	20 Hours	15 Hours	10 Hours

Bachelor of Business Administration (Honours) - admitted before 2015/16

8. Professional Recognition

BBA in Accounting Concentration

BBA Programme in **Accounting Concentration** is accredited by the following professional accountancy bodies:

- The Association of International Accountants (AIA)
- Association of Chartered Certified Accountants (ACCA)
- CPA Australia
- Hong Kong Institute of Certified Public Accountants (HKICPA)
- The Hong Kong Institute of Chartered Secretaries (HKICS)
- GRC Institute (GRCi)

BBA in Banking and Finance Concentration

BBA Programme in **Banking and Finance Concentration** is accredited by the following professional bodies in banking and finance industry:

- Hong Kong Institute of Bankers (HKIB)
- Institute of Financial Planners of Hong Kong (IFPHK)
- Society of Actuaries (SOA) for Validation by Educational Experience (VEE)
- GRC Institute (GRCi)
- CFA Institute

Please click [HERE](#) for the Full Exemption List.

9. Personal Tutors

HSMC aims to develop students into caring, conscientious, capable and creative individuals. While capability and creativity may be developed through the academic curriculum and student activities, a caring and conscientious character needs to be nurtured and supported through a caring campus culture and a network of dedicated teachers.

The Personal Tutor System aims to provide such a supportive network through which students can find help and guidance throughout their undergraduate education. Students would be provided academic advice to by their personal tutor. There are at least 2 meetings with their personal tutors in an academic year.

Year 3 and 4 students are recommended to seek assistance from the tutors of their respective Concentrations proactively.

Students should note that the contents of the BBA Programme are subject to changes and are advised to check the BBA Intranet from time to time for any updates.
