

## **Bachelor of Business Administration (Honours) - admitted from 2017/18 and after**

### **1. Programme Objectives**

The Programme aims to:

- develop students' creativity, critical thinking, analytical ability and problem solving skills;
- cultivate students' communication, interpersonal, leadership, independent learning and other transferrable skills;
- instil in students a strong sense of social responsibility and high commitment to business ethics;
- enhance students global awareness and local sensitivity;
- equip students with an in-depth understanding of concepts, strategies and skills in business administration; and
- enable students to apply theories and methodologies of business administration to real-life business operations.

### **2. Programme Intended Learning Outcomes**

Upon completion of the Programme, students should be able to:

- address professional and personal challenges through the application of inter-disciplinary and multi-disciplinary knowledge acquired;
- possess effective communication ability in a business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning;
- evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners;
- possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies;
- demonstrate a firm grasp of professional knowledge and skills for conducting business in different contexts; and
- develop well-rounded capabilities for managing local and international business operations.

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### **3. BBA Programme Structure**

There are three major study areas:

- (i) The **Common Core Curriculum** comprises a number of core and elective modules intended to strengthen students' general skills in General Education, Chinese Language, English Language, Quantitative Methods and Information Technology.
- (ii) The **Business Core** comprises a range of core modules designed to provide students with a broad foundation in business education and help them develop business acumen.
- (iii) The **Concentration (Accounting, Banking and Finance, and Marketing)** comprises a range of core modules designed to equip students with the specific skills and knowledge required for their respective professions.

The requirements of module combination from the three Study Areas are as follows:

<b>Study Area</b>	<b>No. of Core Modules</b>	<b>No. of Elective Modules</b>	<b>Total No. of Modules</b>
<b>Common Core Curriculum</b>	13	2	15
<b>Business Core</b>	10	0	10
<b>Concentration</b>	12	0	12
<b>Free Electives</b>	0	3	3
<b>Total</b>	35	5	40

Students are required to study at least 40 modules (120 credits) over four years, including 15 modules in the Common Core Curriculum, 10 core modules in Business Core, 12 core modules in the Concentration area and 3 Free Elective modules.

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### 4. Recommended Study Plan

#### I) For Year 1 and 2 of Studies

Study Area	Department	Year 1	Year 2
<b>Common Core Curriculum (11 modules)</b>	Chinese	CHN1000 Freshmen Chinese CHN1002 Chinese Literature Appreciation	CHN2001 Putonghua for Business
	English	ENG1010 English for Effective Communication ENG2010 English for Academic Purpose	ENG2020 English for Business Communication
	Social Science <sup>1</sup>	GEN1000 Perspective on General Education	GE Cluster Elective GE Cluster Elective
	Mathematics & Statistics	AMS1303 Probability and Statistics	
	Computing		COM2001 Information Systems in Business
<b>Sub-total</b>		<b>6</b>	<b>5</b>
<b>Business Core (9 modules)</b>	Accountancy		ACY2001 Financial Accounting ACY2002 Management Accounting 1
	Economics & Finance	ECO1001 Business Economics 1 ECO1002 Business Economics 2	FIN2001 Financial Management
	Marketing	BUS2001 Principles of Marketing <sup>2</sup>	
	Management	MGT1002 Principles of Management	
	Supply Chain and Information Management		SCM3006 Operation and Supply Chain Management <sup>2</sup>
<b>Free Elective (1 module)</b>			Free Elective 1
<b>Sub-total</b>		<b>4</b>	<b>5</b>
<b>Total <sup>3</sup>:</b>		<b>10</b>	<b>10</b>

Please note that some modules will only be offered in a specific semester. Students are advised to check the list of offering modules released by the Registry prior to the module registration exercise.

#### Notes:

<sup>1</sup>The General Education Requirements for BBA students of different year of entry:

	General Education Requirements			
	GEN1000 Perspective on General Education	GE Cluster Electives	GE Electives	Total
Entrants to BBA Year 1	✓	<b>4 Modules*</b> <i>(ONE module from each of the Four GE Cluster)</i>	<b>2 Modules**</b>	<b>7 Modules</b>
Direct Entrants to BBA Year 2	✓		<b>1 Module</b>	<b>6 Modules</b>
Direct Entrants to BBA Year 3	<b>Exempted</b>		<b>Exempted</b>	<b>4 Modules</b>

\* The list of GE modules in each academic cluster is shown in the [website of Centre for Teaching and Learning](#).

\*\* Students may choose either to

i) take two GE elective modules or

ii) take one of the GE elective modules **PLUS** GEN4001 Capstone Project on General Education

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<sup>2</sup> Students are required to complete and pass the pre-requisite MGT1002 Principles of Management to take both BUS2001 Principles of Marketing and SCM3006 Operation and Supply Chain Management.

<sup>3</sup> Students can normally take 4 to 6 modules in each semester. Students who wish to take more or less than the normal study load are required to obtain approval from the Director of BBA Programme. Overloading may incur extra tuition fee. Please contact the Registry direct on payment for extra modules.

### II) For Year 3 and 4 of Studies

Study Area	Department	Year 3	Year 4
<b>Common Core Curriculum (4 modules)</b>	Social Science <sup>3</sup>	GE Cluster Elective GE Cluster Elective	GE Elective GE Elective
<b>Business Core (2 modules)</b>	Accountancy	ACY2021 Hong Kong Business Law	
	Management		MGT4001 Business Policy and Strategy
<b>Free Electives (2 modules)</b>		Free Elective 2	Free Elective 3
<b>Sub-total</b>		<b>4</b>	<b>4</b>
<b>Accounting Concentration</b>			
<b>Accounting Concentration (12 modules)</b>		ACY3001 Intermediate Accounting 1 ACY3002 Intermediate Accounting 2 ACY3003 Hong Kong Taxation ACY3004 Auditing and Assurance 1 ACY3005 Management Accounting 2 FIN3004 Corporate Finance	ACY3021 Hong Kong Company Law ACY4001 Advanced Accounting 1 ACY4002 Advanced Accounting 2 ACY4003 Advanced Taxation ACY4004 Auditing and Assurance 2 ACY4006 Accounting Information System
<b>Sub-total</b>		<b>6</b>	<b>6</b>
<b>Banking and Finance Concentration</b>			
<b>Banking &amp; Finance Concentration<sup>4</sup> (12 modules)</b>		ECO3001 Money and Banking ECO3002 Introduction to Econometrics FIN3001 Financial Institutions and Markets FIN3003 Principles of Investment FIN3004 Corporate Finance FIN3006 Real Estate Finance and Investment	FIN4001 Financial Institution Management FIN4004 Personal Financial Planning FIN4006 Portfolio Management FIN4007 International Finance  Concentration Elective 1 Concentration Elective 2
<b>Sub-total</b>		<b>6</b>	<b>6</b>

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Marketing Concentration			
Marketing Concentration <sup>4</sup> (12 modules)		BUS3001 Marketing Research	BUS4005 Strategic Marketing
		Concentration Elective 1 Concentration Elective 2 Concentration Elective 3 Concentration Elective 4 Concentration Elective 5	Concentration Elective 6 Concentration Elective 7 Concentration Elective 8 Concentration Elective 9 Concentration Elective 10
	<b>Sub-total</b>	<b>6</b>	<b>6</b>
	<b>Total<sup>3</sup> :</b>	<b>10</b>	<b>10</b>

Notes:

<sup>4</sup> The list of Concentration elective modules is shown in [Table 4.1](#).

**Table 4.1 List of Concentration Elective Modules:**

Module Code	Module Title
<b>Banking and Finance Concentration</b>	
ACY4008	Financial Statement Analysis
FIN3010	Global Securities Operations and its Risks Management
FIN4002	Fixed Income Securities
FIN4003	Financial Derivatives
FIN4005	Credit Risk Management
FIN4008	Treasury Management
FIN4009	Hong Kong Banking and Finance Law
FIN4010	Financial Econometrics
FIN4016	Compliance and Regulation in HK Financial Services Industry
FIN4017	Equity Valuation
FIN4018	Financial Software Application and Trading Workshop
SBUS4999	Senior Year Project
<b>Marketing Concentration</b>	
BUS3002	Consumer Behaviour
BUS3003	Advertising and Integrated Marketing Communications
BUS3004	Sales Force Management
BUS3011	Customer Relationship Management
BUS4001	Marketing in China
BUS4002	E-Marketing
BUS4003	Retail and Channel Management
BUS4004	Business to Business Marketing
BUS4006	Services Marketing
BUS4008	Global Marketing
BUS4010	Brand Management
SBUS4999	Senior Year Project

### Module Outlines

Detailed module outlines are available at the BBA Intranet.

**My HSMC > My Courses > BBA Programme**

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### **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)	· ACY2001 Financial Accounting, and · ACY2002 Management Accounting 1
Banking & Finance (BBA-BAF)	· FIN2001 Financial Management
Marketing (BBA-MKT)	· BUS2001 Principles of Marketing

No Concentration will be assigned to students who are unable to fulfil the pre-requisite requirements.

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

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### 7. BBA Degree Award Requirements

In order to be eligible for the award of the BBA Degree, students must fulfil the following 5 graduation requirements:

1. Completed and obtained a Grade D or above on:

<u>Year 1 Entrants</u>	<u>Direct Entrants#</u>	
	<u>Year 2 Entrants</u>	<u>Year 3 Entrants</u>
at least <b>120</b> credits; (40 modules)	at least <b>90</b> credits; (30 modules)	at least <b>60</b> credits. (20 modules)
Including all core 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.*

2. Obtained an overall GPA of 2.0 or better across all modules in which they were assessed;

3. Fulfilled the language competency exit requirements;

<u>English</u>	<u>Putonghua</u>
<ul style="list-style-type: none"> <li>▪ All degree students are required to attempt the IELTS examination and achieve a score of 6.0 or above before their final years of study.</li> <li>▪ If a student fails to satisfy the above requirement, he/she is required to take and pass an English enhancement module offered by the Department of English in his/her final year of study.</li> </ul>	<ul style="list-style-type: none"> <li>▪ All degree students are required to attempt the Putonghua Proficiency Test (普通話水平測試) and to attain the level of 三級乙等 or above before their final years of study.</li> <li>▪ If a student fails to satisfy the above requirement, he/she is required to take a Putonghua enhancement module offered by the Department of Chinese in his/her final year of study.</li> </ul>

4. Passed the Information Technology Proficiency Test; and

5. Fulfilled the requirement of Extra-curricular, Physical Activities and Community Services:

<u>Requirements</u>	<u>Admission to:</u>		
	<u>Year 1</u>	<u>Year 2</u> (If Applicable)	<u>Year 3</u> (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

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### **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)
- CIMA (Chartered Institute of Management Accountants)

#### **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 Tutor**

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 change and are advised to check the BBA Programme in the website from time to time for any updates.