



*Be **INSPIRED** To **EXPLORE***

Double Concentration Briefing Session



香港浸會大學
HONG KONG BAPTIST UNIVERSITY
工商管理學院 SCHOOL OF BUSINESS



AACSB
ACCREDITED



EQUIS
ACCREDITED



**ASSOCIATION
AMBA**
ACCREDITED

What is Double Concentration?



An **additional graduation option** to pursue voluntarily; **no application** is needed

Widen your business **knowledge** and **skills**

Enhance competitiveness by equipping yourselves with **broad exposure to various disciplines**



Concentrations of your Choice



Accounting



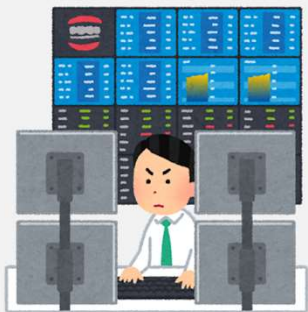
Economics and Data Analytics



Entrepreneurship and Business Innovation



Finance



Human Resources Management



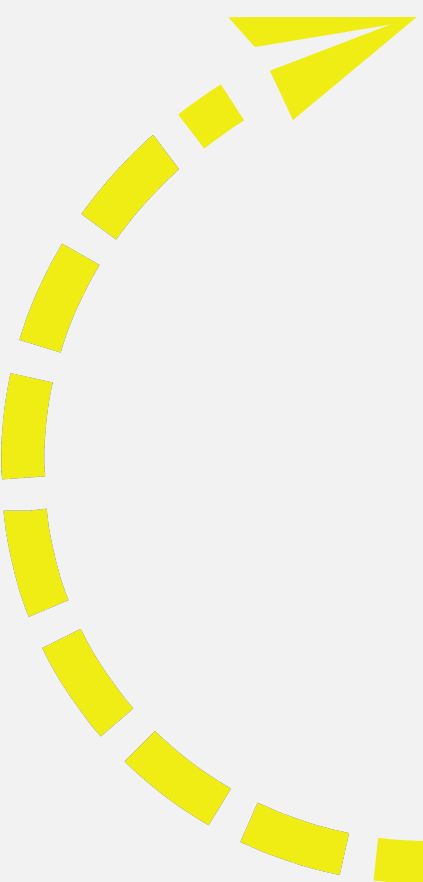
Information Systems & Business Intelligence



Marketing



No. of BBA Students Graduated with Double Concentration



| Academic Year | No. of Students |
|---------------|-----------------|
| 2020-21 | 90 |
| 2019-20 | 66 |
| 2018-19 | 83 |



Regular Curriculum



| | | | | |
|--------|---|------------------------------|--|-----------------------------|
| Year 4 | Concentration (21 units) | Free Electives (33 units) | | Business Core (43 units) |
| Year 3 | | | | |
| Year 2 | | | | |
| Year 1 | University Core & General Education (31 units) | | | |

For Year 1 entry of AY2018-19, AY2019-20

| | | | | |
|--------|---|------------------------------|--|-----------------------------|
| Year 4 | Concentration (21 units) | Free Electives (30 units) | | Business Core (46 units) |
| Year 3 | | | | |
| Year 2 | | | | |
| Year 1 | University Core & General Education (31 units) | | | |

For Year 1 entry of AY2020-21 & onwards

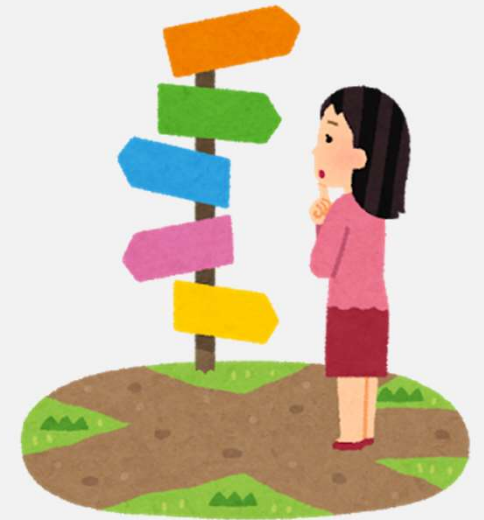
Total: 128 units

Free Elective Courses

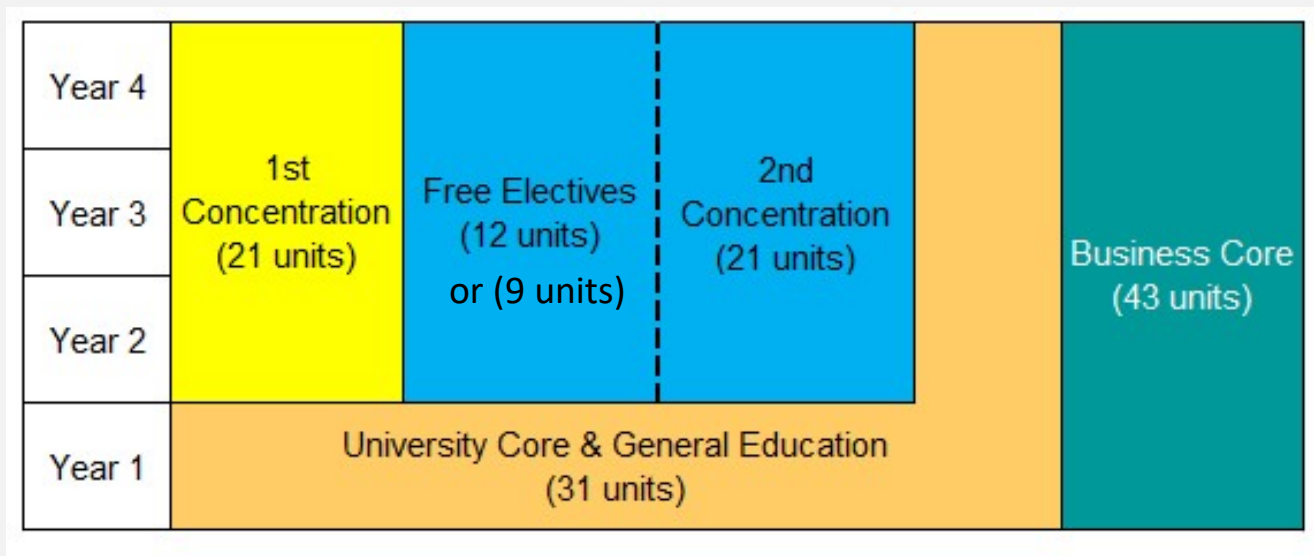


Use the free electives to:

- Pursue a **Double Concentration** under BBA (**21 credit units**); or
- Pursue a **Minor** in **non-business disciplines** (**15 credit units**); or
- Choose freely from the entire university's wide range of courses



Double Concentration Curriculum



Remaining credit units for free elective courses:

- Year 1 Entry of AY2018-19 and AY2019-20: 12 units
- Year 1 entry of AY2020-21 & onwards: 9 units

Total: 128 units

General Requirements & Regulations



No application, prior declaration or approval is required for the pursuit of second Concentration. As long as the requirements are satisfied, you will graduate with Double Concentration



Fulfill the **concentration requirements** for the **Second Concentration (21 units)**

- **ALL** the **Concentration Required Courses**
- Fill up the **remaining credit units** by taking the **Concentration Elective courses**



General Requirements & Regulations



Overlap between the courses of the first and second Concentration is **not allowed**



Same as the Award of the first Concentration, the award of second Concentration will **not** be shown on your **graduation diploma**, it will be shown on the academic transcript



Outgoing Exchange Students:
No more than 6 credits can be transferred for second Concentration



Important Notes



Plan your study schedule **in advance**



Check course requirement of **Concentration Core** courses in case fail to complete the required courses on schedule



Seek advice from **Academic Advisor** of the corresponding Concentration



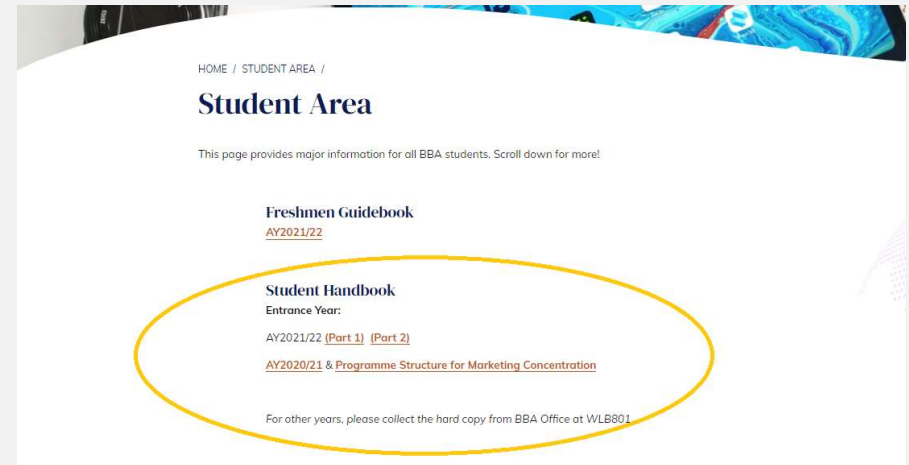
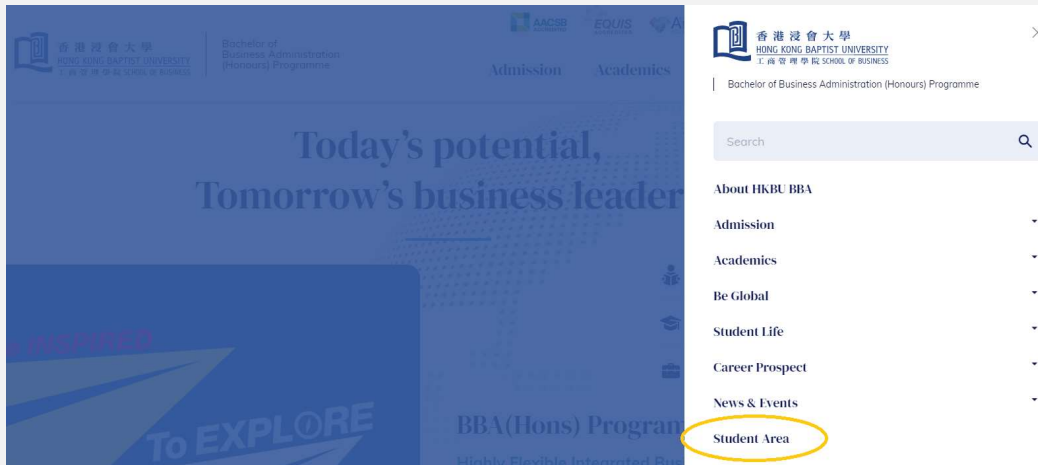
Refer to **BBA Student Handbook** for course information

BBA Student Handbook



Visit BBA website: bba.hkbu.edu.hk

Click **Student Area** and log-in with your SSOID



Choose the Handbook of your **intake year**

Remarks: Senior entry students need to use intake year as Year 1 students instead of admitted year (e.g. Senior entry Year 3 students of 2019 will need to refer to Handbook in 2017)

THANK YOU!



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