



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

A manual to guide you through
the learning journey

The Walkthrough of HKBU BBA

Version 2022-23



Welcoming to HKBU BBA

Welcome on board to the School of Business !

The BBA programme offers a comprehensive and dynamic curriculum that prepares you for the world of tomorrow. The School embraces whole - person development and strives to provide experiential learning opportunities to meet your interests and career aspirations, which include study-abroad programmes, internships and service-learning projects. We are committed to helping you become a transformative leader for business and society.

For the 2022/23 AY, as university life gradually resumes normal, we aim to welcome you to the campus and recommence face-to-face teaching and learning. The information in this Guidebook is intended to clear some uncertainties a BBA freshman might have, provide academic guidance, and make your transition to university as anxiety - free and enjoyable as possible.

Of course, we recognize that the situation might change quickly. Our BBA Programme Office will constantly keep you informed of the developments regarding teaching, learning and campus life. Whenever you need advice, talk to me, our colleagues of BBA Programme Office, or approach your Academic Advisors.

As you embark on this journey here, I encourage you to embrace both challenges and opportunities to learn, grow and be inspired. Enjoy your journey, the destination will come !

Mr. Ryan Man
BBA Programme Director

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Programme Intended Learning Outcome

Upon completion of the programme,

Students will have the fundamental knowledge and skills required for managing a business.

Students will have the oral and written communication skills and information technology skills necessary for working in a business environment.

Students will be analytical and critical thinkers able to solve real-world business problems.

Students will have a solid understanding of :

- how business is influenced by its environment, including economic, social-cultural, legal-political, technological, and other general conditions, as well as by an organization's stakeholders;
- the global nature of contemporary business; and
- the value of business ethics and good corporate governance.

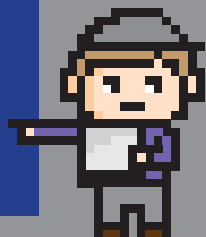
Students will have an in-depth understanding of an area of specialization such as accounting, economics and data analytics, entrepreneurship and business innovation, finance, human resources management, information systems and business intelligence, marketing, strategic retail management and innovation.

Students will have a broad exposure to non-business disciplines.

Integrated Curriculum

- Business Core (46 units)
- Concentration (21 units)
- Free Electives (30 units)
- General Education & University Core (31 units)

Total 128 units

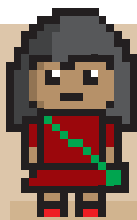


Eight Concentrations

- Accounting (ACCT)
- Economics and Data Analytics (ECONDA)
- Entrepreneurship and Business Innovation (EBI)
- Finance (FINE)
- Human Resources Management (HRM)
- Information Systems and Business Intelligence (ISBI)
- Marketing (MKT)
- Strategic Retail Management and Innovation (REMT)

Notes:

Students must take at least 36 units of courses at level 3 and 4 to fulfil the graduation requirements.



Programme Structure

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

BBA Core Courses

- ACCT1005 Principles of Accounting I
- ACCT1006 Principles of Accounting II
- BUSI1006 Business Research Methods
- ECON1005 Principles of Economics I
- ECON1006 Principles of Economics II
- BUSI2005 Organisational Behaviour
- BUSI2035 Entrepreneurship and Innovative Thinking
- BUSI2045 Data Analytics for Business Decision Making
- FINE2005 Financial Management
- ISEM2005 Management Information Systems
- MKTG2005 Marketing Management
- BUSI3006 Business Ethics and Corporate Social Responsibility
- BUSI3046 Business Communications
- LLAW3007 Principles of Law
- BUSI4005 BBA Project
- BUSI4006 Strategic Management



Study Load and Unit Transfer

Study Load

Students must register for a minimum of 12 units per semester to maintain a full-time studentship. Overloading of study units is generally not accepted. In special circumstances, when you intend to carry a study load exceeding 18 units in a semester, you'll need to submit application to the Academic Registry and obtain support from the Concentration Coordinator (over 18 units) and the BBA Programme Director (over 21 units).

Unit Transfer

Students who returned from exchange can apply for transfer of units. Remember :

- Application of unit transfer could be submitted to Academic Registry upon your return to HK. You DON'T need to wait until the course result is known.
- Provide the full course outline which includes class contact hours, subject topics, assessment method, textbook, etc. Incomplete submission will delay the processing and may have an impact on your future course registration or graduation.

Academic Integrity

What is plagiarism ?

Plagiarism means taking someone else's words or ideas and passing them off as your own. It is the most common form of intellectual dishonesty. A plagiarist, who attempts to obtain a scholastic grade by fraud, will be resulted in severe penalties in place at the university.

How to avoid plagiarism ?

- Do not copy the words that someone else has written and pass them off as your own writing.
- Acknowledge the source properly and use quotation marks, if you want to quote the exact words used by the author.
- Do not simply paraphrase others' idea and call it your own.

Declare your Concentration

After sampling different concentrations in the BBA Core courses, students admitted to non-ACCT BBA Programme will be asked to declare their concentration of focus by the end of Year 1 before Year 2 begins. There is no fixed quota.

January

January

1. Students receive email from BBA Programme Office notifying the details of concentration declaration.
2. Concentration Briefing and Double Concentration Briefing will be organized by BBA Office.



February

February – March

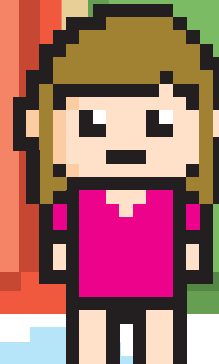
Individual concentrations organize briefing sessions to provide a deeper insight to Year 1 students.



March

Late March

Students are required to submit concentration declaration form to BBA Office.

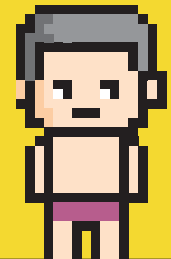


April May

June

June

Students receive email confirmation from BBA Office in regards of the assignment result.

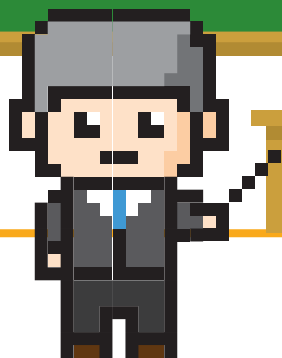


Double Concentration

Double Concentration is an additional graduation option. Students can make use of the Free Electives to pursue a 2nd concentration within BBA by completing seven required courses (or 21 units) of the 2nd concentration. Over 80 (20%) of 2021 graduates achieved Double Concentration upon graduation!

- Widen your business knowledge and skills
- Enhance your competitiveness in job hunting
- Internship opportunities across disciplines

Prior application is not required, but course offering is not guaranteed.
Please PLAN AHEAD!



Academic Recognition

Beta Gemma Sigma

Beta Gamma Sigma (BGS) is the international honor society serving business programs accredited by Association to Advance Collegiate Schools of Business (AACSB) International, which invites outstanding business schools to establish their collegiate chapters.

In 2010, the School of Business of HKBU became one of the business schools in Asia accredited by AACSB International, which recognizes the excellent quality of the School. To reinforce the international standard of School of Business, the HKBU Chapter of Beta Gamma Sigma has been set up to encourage and honor the students with outstanding academic achievement. Membership in BGS is a privilege for recognizing business students with outstanding academic achievements.

Academic Honours

If you take a minimum of 12 units counting towards grade point average and attain the following results in a semester, you will receive academic honours.

Academic Honours	Conditions
President's Honour Roll	Applicable to students with a semester GPA of 3.50 or above with no grades below "C" for the same semester *.
Dean's List	Applicable to students with a semester GPA of 3.00 – 3.49 with no grades below "C" for the same semester *.

* Students with a " U " grade in the same semester are NOT eligible for receiving the academic honours.



Business Executive Development Scheme

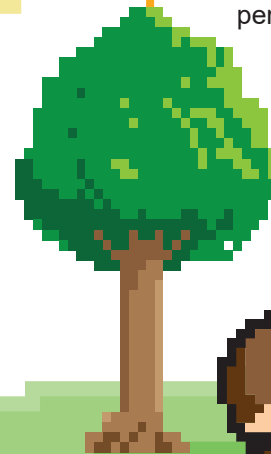
The Business Executive Development Scheme fosters your holistic development by offering students of all study years academic advising, industrial seminars, training workshops and career development services.

To cater for the different focuses, three progressive levels are defined to help you draw your own roadmaps to achieve your goals and provide support along the journey.



Level 1: Adapt to BBA Programme

- Attend New Student Orientation
- Research concentrations by attending Concentration Briefing & related activities
- Attend at least one seminar organized by the School to explore business industry sectors
- Join one professional development workshop organized by BBA Office
- Meet with your mentor regularly. You can do it virtually or face-to-face
- Apply for the School of Business Student Ambassador Scheme for exclusive training and personal advancement



Level 2: Explore the Business World

- Meet the Academic Advisor of your concentration
- Attend at least two seminars organized by the School to explore different business industry sectors
- Consider study abroad opportunities
- Plan for your first internship
- Challenge yourself in business competitions

Level 3 : Get Ready for Your Career

- Attend career fairs and recruitment talks organized by the School or Career Centre
- Join career preparatory workshops to polish your resume and improve interview skills
- Keep track on the status of your graduation requirements, including the experiential learning activities
- Develop your career plan and seek advice from the School

Career Support

The School's Career Services Section (CSS) aspires to nurture business students into future leaders in a global marketplace. Students will be prepared to accelerate their career growth by developing a professional portfolio developed through participating in a wide range of customised career development events and coaching. BBA students can enjoy :

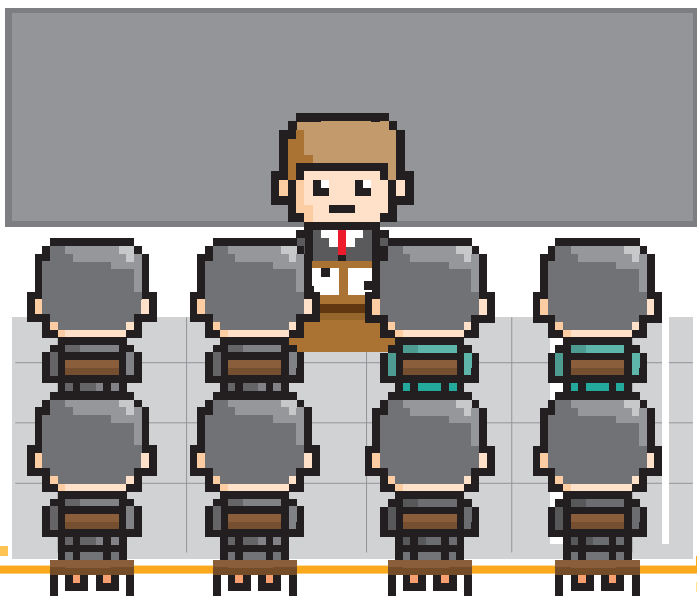
1. Employability Enhancement Workshops / Webinars
2. Career Festival for School of Business
3. One-on-One Consultation
 - Particular job / internship applications via CSS
4. e - Resources
 - Practice Tests: Numerical, verbal reasoning skills & exercises for Assessment Centre
 - Video Interview & Career Portal
 - Online Learning: Interview tips by LinkedIn Learning and technical skills by HigherEd x Coursera
5. CSS sharing platforms
 - LinkedIn & Career Portal (OneDrive)
6. Monthly eNews : MyCareer
7. Recruitment Talks
 - (Exclusively for business school students)

Seeking Help

Mentor in the first year

To better cater for students' needs, the BBA Programme has developed an academic advising system to assist smooth transition from secondary school to University. It is also an opportunity for our academic faculties and students to build closer relationship, which is a key element of effective teaching and learning.

You will be assigned a staff member as Mentor in the 1st Semester of Year 1. The mentor will meet with you regularly in any formats, such as email, lunch gathering or even via social platform. Of course, you can contact your mentor proactively when you need professional advice.



Academic Advisors

Each concentration has appointed an Academic Advisor to provide advising related to the concentration.

Do approach your Academic Advisors and seek their comments when needed!



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MKT

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REMT

Prof. Xu Huang

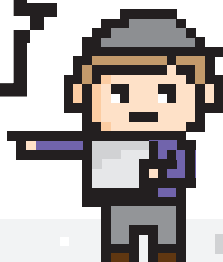
xuhuang@hkbu.edu.hk

Graduation Requirements

“Experiential Learning” is one of the graduation requirements for all BBA students. Through joining experiential learning activities, you will be able to deal with the complexity of industries with professional knowledge, develop your global outlook and get a taste of the real working environment.

You must complete one of the following Experiential Learning activities before graduation :

- Internship (local/overseas)
- Exchange Programme
(regular semester/summer)
- Service Learning Projects



IMPORTANT!

- All activities require a minimum of 120 hours
- You must complete the requirement by the 2nd Semester of the final year
- Refer to the BBA website for details

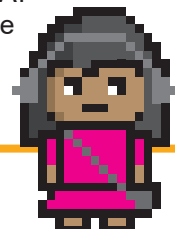
Internship (Local/overseas)

LOCAL — The BBA Programme coordinates business sectors to offer internship opportunities in 3-credit internship courses within the curriculum :

- ACCT 3026 Accounting Internship I
- ACCT 3045 Accounting Internship II
- BUSI 3016 Business Internship
- BUSI 3037 Entrepreneurial Internship
- ECON 3066 Business Economics Internship
- FINE 3026 Finance Internship
- HRMN 3026 HRM Internship
- ISEM 3026 ISEM Internship
- MKTG 3016 Marketing Internship
- REMT 3007 Retail Management Internship

Students who intend to fulfill the graduation requirement by taking up internship MUST enroll in the above courses of which the job spec is screened and endorsed by respective course coordinator. Students are allowed to enroll at most two credit - bearing internship courses during their 4 - year study.

OVERSEAS — Students who intend to gain overseas internship experience can consider the Metropolitan Attachment Programme (MAP) organized by the Office of Student Affairs. MAP offers overseas internship placement to all students every summer break. MAP participants can also enroll in the credit - bearing courses to satisfy the requirement.



Exchange Programme

Internationalization is one of the key commitments of our School. We encourage you to develop your global mindset through studying abroad.

REGULAR

BBA students can fulfil the graduation requirement by spending a semester or a full academic year in an overseas university through the arrangement of the International Office. With the School's and the University's continued efforts, over 250 institutions from worldwide provide exchange places to HKBU business students.

SUMMER

If you can't afford a regular exchange, summer exchange is another option for students who wish to get a taste of studying abroad. To ensure students have good exposure in a foreign environment and receive quality classroom knowledge, only summer programmes recommended by BBA Programme Office are recognized. Qualified participants of summer exchange programmes will receive sponsorship from the University and the School.

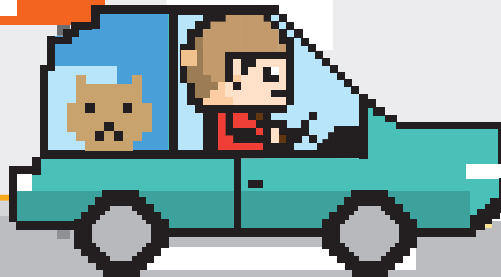
Service Learning Projects

Service Learning Projects have been an exciting part of the BBA curriculum. Students get to develop business skills and apply their knowledge to solve the operating problems of real organizations, preparing accounts, building websites, marketing, etc.

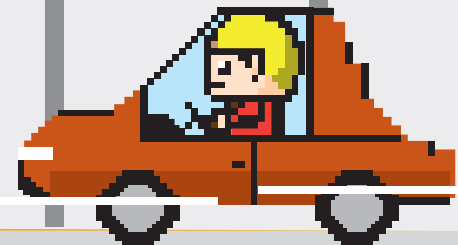
Students who intend to fulfil the requirement by completing service learning projects, can enroll in course - based Service Learning Projects.

Alternatively, students can join the Service-Learning Global Internship Programme (SLGIP) organized by the Office of Student Affairs. The Programme offers students an opportunity to participate in different non-profit / non - governmental organizations in different cities in the world.

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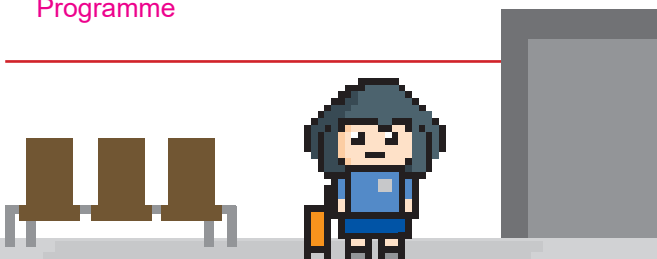
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Global Experience Support Scheme

The Global Experience Support Scheme is established to provide financial support for BBA students engaging in Student Exchange Programme (regular and summer), Metropolitan Attachment Programme (MAP) and Service-Learning Global Internship Programme (SLGIP). We offer :

- Exchange Scholarship for Outstanding Business Students
- Exchange Award for Business Students
- Scholarship Scheme for Metropolitan Attachment Programme
- Scholarship for Service-Learning Global Internship Programme



The primary selection criteria are the financial status of the applicants, while their academic performance, achievement in community service, service to the University / School and / or extra-curricular activities will also be considered.

Application of the scholarship / award opens in September every school year.



HKBU-NBS Double Degree Programme

Have you ever thought of obtaining two degrees in business in four years and gaining international exposure through overseas internship? Here comes the opportunity !

HKBU School of Business, in collaboration with NEOMA Business School (NBS) in France, is offering a new double degree programme for BBA students. By spending the first two years at HKBU BBA and the final two years at NBS, students will receive a comprehensive and all-round education in business and experience a multicultural environment. Upon completion, students will be awarded both state-recognized degrees from Hong Kong and France.

Participating students are required to complete a semester - long internship as a part of the core curriculum in NBS. Students will also get prepared to pursue a master's degree programme in NBS upon graduation.

The programme calls for application every September . Keep an eye on the news from BBA Programme Office.

About NEOMA Business School

- 3 state - of - the art campuses in France : Reims, Rouen and Paris + 1 virtual campus
- 44th worldwide and 9th in France in Financial Times “European Business Schools 2021”
- One of the 1st business schools with triple crown recognition
- 9,000 students in over 100 nationalities



HKBU-KU Double Degree Programme

Thinking of obtaining two degrees in business in four years, and want to gain international exposure? Double Degree Programme with Kozminski University (KU) in Poland may be your choice. Students accepted to the programme will spend the first 1.5 years course of study at HKBU BBA, then another 1.5 years at KU, and the final year back at HKBU BBA. By completing 64 units at HKBU and 90 ECTS units at KU, you will be awarded both state-recognized degrees from Hong Kong and Poland.

Students admitted to KU will be required to complete a mandatory 3 - week internship as a part of the core curriculum in KU. Participants are also allowed to join an international exchange programme by choosing from a multitude of universities where they would like to spend a semester abroad without extra payment.

The Programme calls for application every September to October. Keep an eye on the news from BBA Programme Office.

Kozminski University

- Based in Warsaw, capital of Poland
- The best non-public university in Poland (Perspektywy, 2020)
- 1,500+ current foreign students from 75 countries
- 22 departments, 23 divisions, and 20 independent research centres in operation

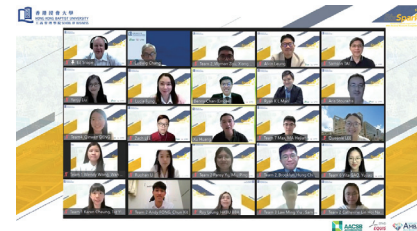
Kozminski Executive Business School

- EQUIS, AACSB and AMBA accredited
- #45 among the best European Business Schools (Financial Times, 2020)
- The Best Economics University in Poland (Perspektywy, 2020)

Business Competitions

The School encourages students to gain knowledge and enrich exposure by joining business competitions. Every year, the School gathers students who are interested in business competitions through networking luncheon and competition training workshops. In these occasions, students can meet potential team members and seek advice from faculty members — who provide guidance on presentation, case analysis and essay-writing skills. The School also offers financial sponsorship to students who can proceed to international stage of competition.

The HKBU BBA student team is known to be one of the most competitive amongst sister institutions as demonstrated by their stunning winning records in recent years.



A business research competition for BBA students was held last year and well-received by students.



BBA students crowned local Champion at HSBC/HKU Business Case Competition

Important Dates

2022

Sept

2 Sep

New Student Orientation Day

1 Sep

First Semester Begins

5 - 19 Sep

Course Add / Drop Period

Oct

Briefing Session for Exchange Programme 2023 / 24

15 Nov

Exchange Programme Application Deadline

Nov

Late Nov

BBA Student Ambassador Scheme Application Deadline

Dec

3 Dec

Last Day of Classes (Sem 1)

8-21 Dec

First Semester Exam

Important Dates

2023

Jan

9 Jan

Second Semester Begins

9-20 Jan

Course Add / Drop Period

Feb

Early Feb

Concentration Briefing Session & Double Concentration Briefing Session

Early Feb

Briefing Session for Summer Exchange Programme in 2023 Summer

Mar

Late Mar

Deadline of submitting Concentration Declaration Form

Apr

22 Apr

Last Day of Classes (Sem 2)

May

27 Apr - 12 May

Second Semester Exam

Eight Tips for BBA Freshmen

1. Campus, Building and Classroom

The university can be divided into three campuses: Ho Sin Hang Campus (HSHC), or 'old campus'; Shaw Campus (SC) and Baptist University Road Campus (BURC), which are collectively called as 'new campus'. Below is a set of classroom code and building name for your reference.

Classroom Code	Building	Campus
AAB	Academic and Administration Building	BURC
ACC	Jockey Club Academic Community Centre	BURC
ACTR	Wai Hang Sports Centre (Activities Room)	HSHC
ASH	Au Shue Hung Building	HSHC
AST	Au Shue Hung Building and Sing Tao Building	HSHC
CEC	Christian Education Centre	HSHC
CHAP	Chaplain's Office	HSHC
CVA	Communication and Visual Arts Building	BURC
DLB	David C. Lam Building	SC
FITR	Wai Hang Sports Centre (Fitness Room)	HSHC
FSC	Fong Shu Chuen Library	HSHC
JSC	Joint Sports Centre	SC
LMC	Lui Ming Choi Centre	HSHC
LT	Cha Chi-ming Science Tower	HSHC
MHALL	Wai Hang Sports Centre (Main Hall)	HSHC
MPC	Multi-Purpose Court	Joint Sports Centre, SC
OEE	Oen Hall Building, East Wing	HSHC
OEM	Oen Hall Building, Main Wing	HSHC

Classroom Code	Building	Campus
OEW	Oen Hall Building, West Building	HSHC
RRB	Renfrew Road Building	BURC
RRS	Sir Run Run Shaw Building	HSHC
SCC	Madam Kwok Chung Bo Fun Sports and Cultural Centre	SC
SCE	Jockey Club Academic Community Centre / Madam Chan Wu Wan Kwai School of Continuing Education Tower	BURC
SCM	Jockey Club School of Chinese Medicine Building	BURC
SCT	Cha Chi-ming Science Tower	HSHC
SHSHC	David C. Lam Building (Dr. Stephen Hui Sports Hall)	SC
SQCT	Wai Hang Sports Centre (Squash Court)	HSHC
SWPL	Wai Hang Sports Centre (Swimming Pool)	HSHC
TNSCT	Joint Sports Centre (Tennis Court)	SC
WLB	The Wing Lung Bank Building for Business Studies	SC

2. Canteens and Cafes

• Harmony Cafeteria & Lounge

Level 4, Sir Run Run Shaw Building, HSHC

• iCafe

Level 3, The Wing Lung Bank for Business Studies

• Renfrew Cafeteria & Restaurant

Level 2, David C Lam Building, SC

• Main Canteen

Level 5, Academic and Administration Building, BURC

• Bistro NTT

G/F, Dr. Ng Tor Tai International House

• BU Fiesta

G/F, Undergraduate Hall

• Staff and Alumni Lounge

Level 1, Jockey Club, Academic Community Centre

3. Wi-Fi Services

Wireless network, or Wi-Fi, is provided within the campus for mobile devices to have access to the University's internal network and / or the Internet. You may connect to Wi-Fi named BU-Standard with SSID. (For step - by - step manual, please visit the Office of Information Technology website.)

4. Library Resources

Students can enter all three HKBU libraries and borrow library materials using their Student Cards. The overall loan quota and overall hold quota for undergraduate students is 200 and 30 respectively. You may also check the number of computers available in real time on HKBU Library homepage.

5. Photocopying, scanning and printing services

Printing - Both black & white (B/W) and colour printing are available in the Main Library and Chinese Medicine Library.

Photocopying - All-in-one photocopiers are available on every floor of the Main Library. Students can use Octopus card for payment.

Scanning - Colour scanners are available in the Multimedia Learning Centre on Level 4 of the Main Library. Previous registration at the service counter is necessary.

6. University Health Service

With the substantial subsidy from the University, eligible students could enjoy on-campus medical and off - campus dental services. Medical services are provided by the Medical Clinic operated by CHC-Group Medical Practice in the Health Services Centre located on Level 5, Sir Run Run Shaw Building, Ho Sin Hang Campus. Off-campus dental services are provided by a dental group with 5 dental clinics across Hong Kong Island, Kowloon and the New Territories.

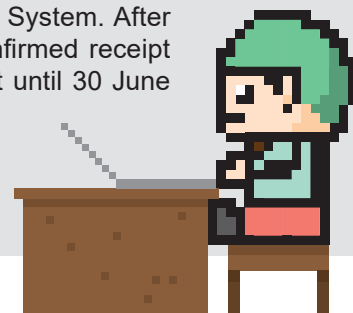
7. Sports Facilities

Besides academic activities, you are also encouraged to participate in recreational activities and lead a balanced lifestyle. Students have access to the following 3 sports facilities :

- **Joint Sports Centre**
- **Madam Kwok Chung Bo Fun Sports and Cultural Centre**
- **Wai Hang Sports Centre and Dr Stephen Hui Sports Hall**

8. Locker Rental

For students who are devoted to campus activities, it would be essential to know each student can apply for one locker. You can choose a preferred locker location through the Student Locker Reservation System. After the Office of Student Affairs confirmed receipt of the rental fee, you may use it until 30 June 2023. You will need to bring your own padlock. Due to security reasons, digital padlock is not recommended.



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HKBU BBA



HKBU.BBA

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