



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

The Walkthrough of

Version
2023–24

HKBU BBA

A manual to guide you through
the learning journey

Welcoming to HKBU BBA

Greetings and welcome to the School of Business! We are thrilled to have you join our BBA programme.

As one of the top 1% Business School in the world with triple accreditations, we are confident that you will gain a fruitful experience from our dynamic curriculum and experiential learning opportunities that match your personal interests and career aspirations.

We understand that the business industry is constantly evolving, and so are the ways people learn and work. Therefore, we regard soft skills as essential as academic intelligence. With the rise of technology, the BBA Programme embraces e-learning as an effective tool to acquire in-demand skills and up-to-date knowledge.

In AY2023/24, we take pride to introduce the new e-Learning opportunity and a new Double Degree partner in Switzerland. You will be able to choose where, when, and what to learn. Our faculty members are committed to assist you in transforming knowledge into expertise by reflecting on personal insights.

At the School of Business, we strive to be more than just educators. We aim to be enlighteners, and inspirers who guide you to realise your potentials and redefine yourself. I hope all of you enjoy interacting with peers on campus and learning actively and freely beyond campus.

Enjoy exploring!

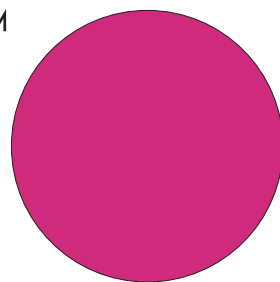
Mr. Ryan Man

BBA Programme Director

Associate Dean (Undergraduate Studies)

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Programme Intended Learning Outcome

Upon completion of the programme,



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

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

3 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 and retail management .

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

5 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.

6 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



Programme Structure

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)			

Eight Concentrations

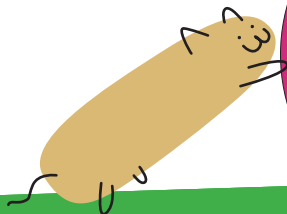
- Accounting (ACCT)
- Economics and Data Analytics (ECONDA)
- Entrepreneurship and Business Innovation (EBI)
- Finance (FINE)
- Human Resources Management (HRM)
- Information Systems and Business Intelligence (ISBI)
- Marketing (MKT)
- Strategic Retail Management and Innovation (REMT)

Notes:

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

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).

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.

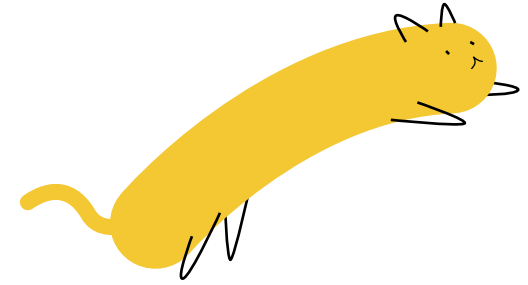
How to avoid plagiarism ?

- 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

Students receive email from BBA Programme Office notifying the details of concentration declaration

February

February – March

1. Concentration Briefing and Double Concentration Briefing will be organized by BBA Office

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

March

Late March

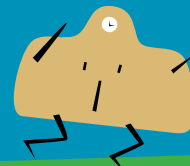
Students are required to submit concentration declaration form to BBA Office

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 (21 units) of the 2nd concentration. Over 80 (20%) of 2022 graduates achieved Double Concentration upon graduation!

Why 2nd Concentration ?

- 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 Gamma 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.

Guideline of The Use of Generative AI Tools

General Principles

Given the proliferation of generative AI tools and their utility in teaching and learning, as well as the society, the University has set out the following General Guiding Principles for the use of General AI in teaching and learning, and assessment.

The University's General Guiding Principles	
AI-Empowering	to embrace generative AI and empower students and instructors to realize the potential of generative AI tools as part of the university's knowledge creation and teaching and learning ecosystem.
AI-Critical	to encourage healthy, informed skepticism of generative AI and develop students' and instructors' critical thinking and awareness of the strengths, drawbacks and limitations of generative AI tools.
AI-Ethical	to maintain academic integrity, transparency and the ethical use of generative AI tools.
Build and sustain human uniqueness	to recognize the importance of students and instructors as unique individuals with lived experience, knowledge, skills and attributes. Provide space and time for individuals to understand and develop themselves as unique individuals within the university teaching and learning ecosystem.

Use of Generative AI in Assessment

In alignment with the University's guiding principles, the default approach is that students are ALLOWED and empowered to use generative AI tools in assessed assignment tasks. Students are expected to use the generative AI tools available in the University library's database or HKBU ChatGPT. Uses may include:

- Explain or clarify concepts
- Demonstrate and guide practices of techniques
- Planning and brainstorming on projects
- Give feedback on drafts
- Generate samples for discussion and critical review

However, students should NOT take the AI-generated content and present them as if they were their own work. Or else, it would be regarded as plagiarism (intentional or unintentional). Unlike other traditional academic sources, there is no specific author for AI-generated content. Also, generative AI can be used in many other ways, such as refining writing, developing lines of argument or generating ideas. Therefore, it might be difficult to provide citations in traditional ways.

To uphold academic integrity, transparency and the ethical use of generative AI tools, any use of generative AI tools must be acknowledged by:

Declaration: Students are required to complete and submit a standard declaration.

In-text Citations and Reference Lists: In general, content produced by generative AI tools should not be considered reliable, accurate, or trustworthy representations of information. However, there may be times when the contents created by generative AI tools are included in the project submitted. In these cases, students are required to provide in-text citations for those materials generated by generative AI and include them in the reference lists.

For more details, students are encouraged to visit the Teaching and Learning Support section in the BBA website: <https://bba.hkbu.edu.hk/academics/teaching-and-learning-supports>



Self e-Learning Graduation Requirement (from 2023–24AY cohort onwards)

Go! BUer Learning

With technology changing business models and jobs, the pursuit of lifelong learning is no longer an option, but an imperative. Business students need to continually upskill to remain competitive in the job market. In view of this, the BBA Programme is launching a self-e-Learning graduation requirement to advocate learning autonomy and meet the demand for fast-changing digital skills.

Q: What should I do to fulfill the requirement?

Students must complete a minimum of 40 hours courses and one mandatory SDG course on the LinkedIn Learning (LiL) platform by the 2nd Semester of their Year 4 studies.

Q: How do I get access to the HKBU LinkedIn Learning platform?

Students with SID in odd numbers will be assigned the LinkedIn Learning license in Sem 1. And students with SID in even numbers will be assigned the license in Sem 2. Same arrangement will be applied for granting you the license in Year 2/3/4.

LinkedIn Learning

Q. Are there any restrictions on course selection?

There is no other restriction on the topic of the courses you take except one mandatory SDG course.

Q. What do I need to do to prove that I have completed the 40 hours?

BBA Administrator will check your enrollment record in LinkedIn Learning yearly. You are encouraged to keep a good collection of all the e-certificates awarded by LinkedIn Learning, which can be served as a proof of completing a course.

Q. What if I cannot complete the requirement by the said deadline?

You are advised to complete at least 10 hours of self e-Learning courses every year to avoid any last-minute work.



Full Guidelines
(QR code for scan)

Experiential Learning 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 I
- BUSI 3047 Entrepreneurial Internship II
- 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 studies.

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 placements to all students every summer break. MAP participants can also enroll in the credit-bearing courses to satisfy the requirement.

Exchange Programme



REGULAR

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

BBA students can fulfill 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 350 institutions from worldwide provide exchange places to HKBU business students.

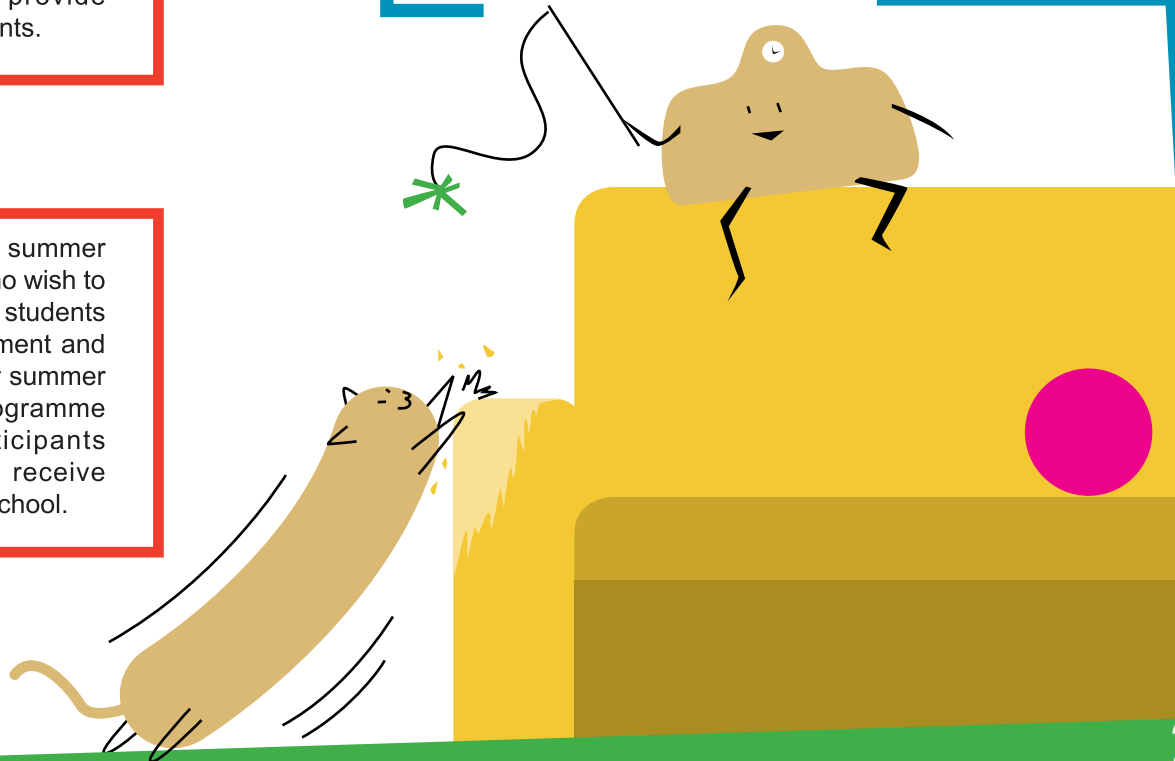
SUMMER

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 fulfill the requirement by completing service learning projects can enroll in course-based Service Learning Projects.



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.

Career Support

Under CareerLink@BUS developed by Career Services Section, students will be equipped with desired skills, knowledge and attitudes to accelerate their career growth by building a professional portfolio through a wide range of tailored coaching sessions and career development events. BBA students can enjoy:

1. Employability enhancement workshops/ webinars
2. Career Festival for School of Business
3. One-on-one consultation for final-year students
 - Career direction & job search strategies
 - CV/ Cover letter writing
 - Interview performance
4. e-Resources
 - Aptitude test (numerical & verbal reasoning skills) and assessment centre exercise
 - Employer/ industry-specific interview practice & instant A.I. feedback
 - Online courses (interview tips & technical skills)
5. Information sharing platform (LinkedIn)
 - Recommended articles for career advising
 - Career/ networking events
 - Job alerts
6. Recruitment talks (Exclusively for business school students)

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 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

NEOMA
BUSINESS SCHOOL

- 3 state - of - the art campuses in France : Reims, Rouen and Paris + 1 virtual campus
- 41st place in Europe and 9th in France in Financial Times "European Business Schools 2022"
- One of the 1st business schools with triple crown recognition
- 9,000 students in over 100 nationalities

New

HKBU–FHNW Double Degree Programme

Have you ever considered pursuing two degrees by spending 2 years in Hong Kong and 2 years in Switzerland? Here comes the opportunity!

This is a 1+2+1 years undergraduate programme, students will spend their first and final year at HKBU BBA and the second and third year at University of Applied Sciences and Arts Northwestern Switzerland (FHNW), one of Switzerland's leading universities. Students who completed the programme will earn two degrees in four years from FHNW and from HKBU BBA. During the four-year studies, students are expected to earn at least 64 units at HKBU and 120 ECTS at FHNW in 4 terms respectively.

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

About FHNW :

n|w

- Founded in 2006, one of Switzerland's leading universities offering a broad range of degree programmes
- AACSB accredited
- A wide range of specializations offered: Banking & Finance, Digital Business and Value Networks, International Entrepreneurship, International Financial Management and Marketing

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.

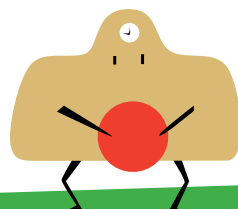


Kozminski University

- 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
- #52 among the best European Business Schools (Financial Times, 2022)
- The Best Economics University in Poland (Perspektywy, 2020)



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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Important Dates

2023

Sept

1 Sep
New Student Orientation Day
4 Sep
First Semester Classes Begin
4-16 Sep
Course Add / Drop Period
12-13 Sep
Go! BUer Learning Week

Oct

Briefing Session for Exchange Programme 2024 / 25

Nov

15 Nov
Exchange Programme Application Deadline
Late Nov
BBA Student Ambassador Scheme Application Deadline

Dec

4 Dec
Last Day of Classes (Sem 1)
8-21 Dec
First Semester Exam

Important Dates

2024

Jan

8 Jan
Second Semester Begins
8-20 Jan
Course Add / Drop Period

Feb

Early Feb
Concentration Briefing Session & Double Concentration Briefing Session
Early Feb
Briefing Session for Summer Exchange Programme in 2024 Summer

Mar

Late Mar
Deadline of submitting Concentration Declaration Form

Apr

20 Apr
Last Day of Classes (Sem 2)

May

25 Apr-10 May
Second Semester Exam



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HKBU BBA



HKBU.BBA
(General Info)



BUBOARD.BUS
(Activities & Events!)

BBA Programme Office

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