



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS

BBA STUDENT HANDBOOK 2022-2023

**Bachelor of Business
Administration (Honours)
Degree Programme**



AACSB
ACCREDITED



**ASSOCIATION
OF
AMBA**

FOREWORD

Welcome to the School of Business of Hong Kong Baptist University!

This Student Handbook serves as an essential guide of the Bachelor of Business Administration (Hons) degree. It is advisable that you acquaint yourself with the important information about the programme curriculum, grading scheme, syllabuses of courses, and final-year project management. When you have queries, consult this Handbook from time to time and you will realize that answers are ready here.

We recognize that the situation might change quickly. To keep abreast of any amendments/updates to the programme or university policies, please refer to the announcements made by BBA Programme Office and university e-announcements. So, do check email regularly to keep track of such developments.

Embracing the University's Whole-Person Education philosophy, the BBA (Hons) Degree Programme represents a well-weighted balance between general business education, specialised skills and liberal education. The School is committed to excellence; but your efforts as much as ours are crucial to make your academic career at the University a success. Join me to embark on this inspiring, exciting and interdisciplinary learning experience together.

Mr. Ryan Man
Associate Dean & BBA Programme Director
School of Business

**BBA (HONS) PROGRAMME ADMINISTRATORS
(2022-2023)**

<u>Name</u>	<u>Room No.</u>	<u>Extension</u>
Programme Director	WLB525	8047
Mr. Ryan MAN		
Associate Programme Directors		
Dr. Ludwig CHANG	WLB812	7564
Dr. Lucia FUNG	WLB712	6617
Programme Officers		
Ms. Roy LEUNG, Senior Executive Officer	WLB801	5265
Ms. Stella CHOW, Programme Officer	WLB801	7567
Ms. Mandy MA, Programme Officer	WLB801	7523
Mr. Ivan LI, Assistant Officer	WLB801	5516
Department Secretaries		
Ms. Joanne SIU, Department of Accountancy and Law	WLB617A	7535
Ms. Salina CHEUNG, Department of Economics	WLB530	7544
Ms. Loletta TSANG, Department of Finance and Decision Sciences	WLB805	7556
Ms. Niki LEE, Department of Management	WLB726	7583
Ms. Pauline YEUNG, Department of Marketing	WLB501	7526
Coordinators, BBA (Hons) Concentration		
Mr. Anthony CHENG, Accounting	WLB622A	5206
Dr. Kin Ming WONG, Economics and Data Analytics	WLB523	6611
Dr. Marta DOWEJKO, Entrepreneurship and Business Innovation	WLB926	6616
Dr. Astrophel CHOO, Finance	WLB812	8014
Dr. Amy CHEN, Human Resources Management	WLB719	8057
Dr. Tony WONG, Information Systems and Business Intelligence	WLB804	7580
Dr. Clara KAN, Marketing	WLB516	7547
Prof. Xu HUANG, Strategic Retail Management and Innovation	WLB725	2131
Heads of Department		
Dr. Byron SONG, Head of Accountancy and Law	WLB620	8013
Dr. Man KO, Associate Head of Accountancy and Law	WLB614	5208
Dr. Shui Ki WAN, Head of Economics	WLB528	7524
Dr. Kin Ming WONG, Associate Head of Economics	WLB523	6611
Prof. Aristotelis STOURAITIS, Head of Finance and Decision Sciences	WLB803	7561
Dr. Ludwig CHANG, Associate Head of Finance and Decision Sciences	WLB812	7564
Dr. Song, CHANG, Head of Management	WLB720	7572
Dr. Jamie CHEUNG, Associate Head of Management	WLB716	2129
Prof. Gerard PRENDERGAST, Acting Head of Marketing	WLB502	7570
Dr. Glos HO, Associate Head of Marketing	WLB925	5742

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SECTION 1

ABOUT HKBU SCHOOL OF BUSINESS

1.1 VISION AND MISSION

Our Vision

We aspire to be a leader in whole-person business education and a centre of excellence in business research in selected strategic areas in order to inspire business practice, create value for stakeholders, and enhance social and economic growth and development.

Our Mission

Through internationally recognised business education programmes and research achievements, our School seeks to nurture ethical business leaders with global vision, who make a difference to the organisations, industries and communities that they serve, in Hong Kong, Mainland China and the global community.

In keeping with this mission, we strive to:

- cultivate and encourage the academic curiosity and integrity of our students, unleash their leadership potential and prepare the ground for them to become all-rounded, values-conscious business graduates, through our high quality and well-balanced curriculum;
- excel as a leading institution in selected strategic research areas to advance and disseminate business knowledge as well as enhance teaching quality;
- be one of the region's most visible and influential business schools in terms of corporate advisory and public policy impact;
- be a globally engaged business school that embraces faculty and student diversity in an increasingly interdependent and connected world;
- encourage our staff and alumni to commit to nurturing business leaders and professionals with a dual emphasis on knowledge enhancement and business development;
- foster collegiality within the School by adopting a participative governance structure that facilitates wide and frequent interactions among those who learn, teach and work at the School.

Our Core Values

- Quality
- Integrity
- Professionalism
- Innovation
- Global Perspectives
- Teamwork
- Social Responsibility

1.2 INTERNATIONAL RECOGNITION – TRIPLE ACCREDITATION

A Reputation of Excellence

HKBU School of Business is amongst the 1% of business schools worldwide accredited by the three leading international accreditation bodies focused on business education: The Association to Advance Collegiate Schools of Business (AACSB International), The Association of MBAs (AMBA), and The European Quality Improvement System (EQUIS).



The School of Business has achieved awards from the three largest and most influential international accreditation bodies for business schools:

- Association to Advance Collegiate School of Business (AACSB International) in April 2010
- Association of MBAs (AMBA) in September 2012
- European Quality Improvement System (EQUIS) in March 2013

1.3 OUTCOME-BASED TEACHING AND LEARNING AND ASSURANCE LEARNING

OBTL is focused on ensuring that our graduates acquire a specified set of skills and attributes, or Intended Learning Outcomes (ILO), identified by Baptist as fundamental to our “whole person education” principle. These ILOs are citizenship, skills, creativity, knowledge, learning, ethics, teamwork and communication.

The ILOs essentially determine the content of our curriculum, our teaching methods, and the assessment process we use to ensure that our graduates

At the macro level, this entails that courses’ ILOs constructively integrate programs’ ILOs. At the micro level, a student will be made fully aware of the ILOs specific to a course, and can expect that the Teaching & Learning Activities and the Assessment Methods are designed to assist them achieving these ILOs.

Assessment is an integral part of learning and teaching. We use Criterion-reference assessment (CRA), a main tenet of OBTL, as our standard for assessment. CRA is the process of evaluating and grading the learning of students with preset criteria used as benchmarks to measure the ability of a student to reach a particular standard, thus certifying the reliability and validity of students’ achievements.

Rubrics, essentially a table or a matrix matching criteria and descriptors to a grading scale, set expectations for student performance by clearly defining and communicating the standards of learning expected for any specific activity.

The recent development to incorporate General Education (GE) as part of the business school curriculum further ensures that our students extend the reach of their knowledge by following courses specifically tailored to incorporate elements of various academic disciplines. These GE

courses are crafted carefully, and subject to stringent quality requirements to ensure that the learning standards remain constant throughout the curriculum

1.4 EXPERIENTIAL LEARNING

An Ideal Platform to Explore, Collaborate and Innovate

At HKBU School of Business, we strive to teach practical, actionable knowledge to ensure that our graduates are equipped with the requisite set of skills needed for a successful business career.

We offer numerous opportunities, as embedded in curriculum or co/extra-curricular activities, to nurture students as whole-person business leaders.

- **Overseas Exchange** – To connect students with the world and to develop their intercultural competence by completing part of their degree abroad.
- **Service Learning** – To enrich the learning experience by integrating community services with academic study.
- **Business Executives Development Scheme** – To nurture our undergraduates to become all-rounded talents through a series of workshops from business creativity to presentation skills, business etiquette to wine appreciation.
- **Business Competitions** – To enhance students' creativity, analytical and problem-solving capabilities through participation in open competitions.
- **Internship** – To enable our students to gain work experience and apply business knowledge to real world situations through our extensive network of local and overseas corporate partners.
- **Corporate Visits** – To bring our students into dialogue with leaders from various industries to learn about the latest ideas and future trends in business.
- **Mentorship** – Alumni and senior practitioners from a wide spectrum of fields serve as mentors to our students, offering career guidance and networking advice.
- **Alumni Network** – To connect our students to a vibrant and engaged alumni community and to a strong network consisting of various disciplines and programmes-based alumni associations.
- **Career Development** – To provide professional career preparation workshops, career development advice and the most up-to-date market information to students, facilitating their career growth through a great deal of workshops, seminars and networking events.

SECTION 2

WHAT YOU CAN EXPECT FROM THE PROGRAMME

The aim of the Programme is to provide you with a sound tertiary level education, which will not only train your mind, develop your critical faculties, and provide you with a practical vocational orientation, but which will also encourage a life-long view of education and self-development.

Learning Goals of the BBA Programme

Upon completion of the programme,

- LG1: Students will have the fundamental knowledge and skills required for managing a business.
- LG2: 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 and marketing.
- LG3: Students will have the oral and written communication skills and information technology skills necessary for working in a business environment.
- LG4: Students will be analytical and critical thinkers able to solve real-world business problems.
- LG5: Students will have a solid understanding of
 - (a) 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;
 - (b) the global nature of contemporary business; and
 - (c) the value of business ethics and good corporate governance.
- LG6: Students will have a broad exposure to non-business disciplines.

SECTION 3

THE STRUCTURE OF THE PROGRAMME

3.1 Introduction

The structure of the BBA curriculum directly reflects the emphasis on a general educational preparation for your career in business. The Core (36%) in the curriculum consists of:

- (1) essential tool course for literacy and numeracy;
- (2) the basic disciplines underlying the academic study of business together with an integrated treatment of the nature, functions and activities of business itself; and
- (3) the student project.

In addition to the core component, there are Concentration courses (16%) and General Education (24%) and Free Electives (24%). Eight concentrations are being offered:

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 are required to complete 31 units of University Core and General Education (GE) courses. The University Core requirements give students exposure to English, Chinese, Healthy Lifestyle, The Art of Persuasion, while the GE requirements expose students to three foundational courses, two interdisciplinary thematic courses and one capstone course.

Students also have a choice of free elective courses offered within the School of Business or by other faculties/schools according to their own performance. Students can make use of the elective course credit units to pursue the additional graduation options of a minor in non-business discipline or Double Concentration within BBA (see 3.1.2).

The BBA programme is structured such that students begin with general education and business foundation courses in Year 1 and 2, taking more advanced and more specialised courses as they move into Years 3 and 4. In Year 4, students complete the BBA Project on a topic of their choosing in their concentration.

3.1.1 Curriculum

The major components of the Programme can be illustrated diagrammatically as follows:

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

The structure of the curriculum is set out in more detail below:

Core Courses (46 units)				Units	
ACCT	1005	Principles of Accounting I		3	
ACCT	1006	Principles of Accounting II		2	
BUSI	1006	Business Research Methods		3	
BUSI	2005	Organisational Behaviour		3	
BUSI	2035	Entrepreneurship and Innovative Thinking		3	
BUSI	2045	Data Analytics for Business Decision Making		3	
BUSI	3046	Business Communications		3	
BUSI	3006	Business Ethics and Corporate Social Responsibility		3	
BUSI	4005	BBA Project*		3	
BUSI	4006	Strategic Management		3	
ECON	1005	Principles of Economics I		3	
ECON	1006	Principles of Economics II		2	
FINE	2005	Financial Management		3	
ISEM	2005	Management Information Systems		3	
LLAW	3007	Principles of Law		3	
MKTG	2005	Marketing Management		3	46
Concentration Required Courses (21 units)					21
University Core & General Education Programme (31 units)					
Core Requirements					
University English I & II				6	
University Chinese				3	
Healthy Lifestyle				2	
The Art of Persuasion				2	13
General Education					
History and Civilization				3	
Value and the Meaning of Life				3	
Quantitative Reasoning				3	
Interdisciplinary Thematic Courses				6	
GE Capstone				3	18 31
Free Elective Courses (30 units)				30	30
Total Units					128

* The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

3.1.2 Concentration Assignment and Double Concentration

The BBA programme adopts hybrid admission strategy. *BBA (Hons) – Concentration Undecided* students will be assigned a concentration after the end of Year 1 but before beginning of Year 2. Such arrangement will give students more time to adapt to the university life and study environment, and to explore the six concentrations before declaration of concentration. The School does not set any quota and will accommodate students' choice of concentration.

The additional graduation option of Double Concentration is available under the 4-year curriculum. Students can make use of the Free Elective course credit units to pursue a 2nd Concentration within BBA, by completing seven Required courses (or 21 units) of the 2nd Concentration. If the number of Required courses is fewer than seven, students have to fulfil the remaining requirements by taking the Concentration Elective courses. Overlap between the courses of the 1st Concentration and the 2nd Concentration is not allowed. Students are required to do the BBA honours project for the 1st Concentration only, i.e. they are not required to do an honours project for the 2nd Concentration pursued.

3.1.3 Double Concentration in Accounting

The Non-Accounting Concentration students who wish to pursue a 2nd Concentration in Accounting are reminded of the followings:

- satisfying the BBA requirements for a 2nd Concentration in Accounting is not enough if they also want to get the HKICPA/ACCA recognition/exemption/qualification.
- that there are ADDITIONAL requirements/recommendations (detailed below) that they should be aware of IF they also want to get the HKICPA/ACCA recognition/exemption/qualification with their 2nd Concentration in Accounting.
- even the Accounting Concentration students need to observe these additional requirements/recommendations if they want to get the HKICPA/ACCA recognition/exemption/qualification.

ADDITIONAL requirements/recommendations for the HKICPA/ACCA recognition/exemption/qualification:

- (1) LLAW3007 Principles of Law, LLAW3005 Company Law and ACCT 3006 Hong Kong Taxation (Accounting Concentration Required Courses)
 - NO credit transfer/course exemption based on the previous AD/HD studies or equivalent, or exchange studies
 - MUST be completed at HKBU
- (2) ACCT3007 Management Accounting II
 - NO credit transfer/course exemption based on the previous AD/HD studies or equivalent
 - REQUIRED for HKICPA/ACCA recognition/exemption
 - Students need to take this course using the units for Free Elective Courses
- (3) ACCT4007 Advanced Accounting II, ACCT4016 Tax Planning and Management and ACCT4017 Auditing II
 - NOT required for HKICPA/ACCA recognition/exemption
 - RECOMMENDED for a better preparation of the HKICPA/ACCA qualification examinations
 - Students need to take these courses using the units for Free Elective Courses

3.2 The First Year

General Education:	University English	6
	University Chinese	3
	History and Civilization	3
	Values and the Meaning of Life	3
BBA Core Courses:	Principles of Accounting	5
	Principles of Economics	5
	Marketing Management	3
	Organisational Behaviour	3
	Financial Management	3
	Management Information Systems	3

In the first year students will take the general education – core requirements courses which are designed to provide students with the transferable skills, attitudes and values that will help them lead balanced and successful lives both during and following their university education.

The basic disciplines courses of accounting, economics, finance, management and marketing are offered to provide early exposure to students on the various business professions prior to concentration assignment exercise. These are the foundations upon which subsequent advanced work in the concentrations and business electives can be built. Financial Management enhances students' analytical skills in investment and financing decision. Organisational Behaviour aims to provide a general understanding of how to manage an organisation; with a special emphasis on organisational behaviour. Marketing Management introduces students the basic marketing concepts and their application in real business situations. Management Information Systems provides students with an overview of information systems in the business world.

Every effort is made to integrate the different parts of the curriculum into a coherent whole.

3.3 The Second Year

General Education:	Healthy Lifestyle	2
	The Art of Persuasion	2
	Quantitative Reasoning	3
	Interdisciplinary Thematic Course	3
BBA Core Courses:	Entrepreneurship and Innovative Thinking	3
	Business Research Methods	3
	Data Analytics for Business Decision Making	3
	Principles of Law	3

In the second year, students will enrol more core requirements course and the distribution requirements courses of the general education curriculum. The aim of the distribution requirements is to broaden the scope of students' learning by having them pursue areas of knowledge outside of their major discipline.

Four core courses occur in the second year. Business Research Methods equips students with the statistical tools and analytical skills to conduct business research. Data Analytics for Business Decision Making trains students in data analysis and business intelligence tools, enabling them to utilize data to improve business decision-making. Entrepreneurship and Innovative Thinking focuses on the skills necessary for the planning, development and start-up of entrepreneurial and innovative ventures. Principles of Law provides students with the essentials of the legal framework within which business operates in Hong Kong.

Concentrations also introduce some Concentration courses in the second year curriculum.

3.4 The Third and Fourth Years

General Education:	Interdisciplinary Thematic Course	
	GE Capstone	3
BBA Core Courses:	Business Communications	3
	Business Ethics and Corporate Social Responsibility	3
	Strategic Management	3
	BBA Project	3

In the third and fourth years, students will complete the remaining core requirements course and the distribution requirements courses of the general education.

Meanwhile, to a large extent the content turns on the student's choice of concentration. However, three further core courses occur in the third and fourth years. Business Communications aims at further enhancing students' written and oral communication skills in preparing effective business documents and presentations. Business Ethics and Corporate Social Responsibility attempts to provide students with a wide spectrum of diverse moral decision making frameworks and the pros and cons of each as applied to functional business areas; emphasis will be on applying moral thinking to solve real business problems. Strategic Management is an integrating course and plays a key role in relating much of what has been taught in the earlier years to the overall strategic problems of business management. Because of their complexity all four courses are more appropriate to the later years than to the first and second, demanding as they do a considerable degree of maturity on the part of students.

Apart from these core courses, the third and fourth years are taken up with the chosen concentration and electives. Some of the latter may be, for example, drawn from the Social Sciences Faculty so as to reinforce the business courses in Organisational Behaviour, Human Resources Management and Consumer Behaviour. Others may be Level III business courses not included in the student's chosen concentration, but desirable in order to ensure a balanced professional education for a business career.

Work within the concentration is spread more or less equally over the third and fourth years, and every effort is made to provide linkages with the core, the chosen electives, and the project. The courses within each concentration progress through levels III to IV, becoming more and more demanding as students move through the third and fourth years towards graduation.

The BBA Project is an important and integrative element in the curriculum, providing a focus for the application of what has gone on before. Students are prepared for tackling their chosen project by means of regular staff supervision.

3.5 Choice of Electives

Each Concentration, as outlined in Section 4, gives you guidance on what it regards as suitable elective courses. You may also seek advice from Mentor and your Coordinator, BBA (Hons) Concentration for selection of elective courses. More details on the Project are given in Section 10.

3.6 Language of Instruction

The language policy for the School of Business is as follows:

- 3.6.1 The medium of instruction shall be English, but courses may be allowed to use Chinese (Cantonese/ Putonghua) as the teaching language provided there are discipline specific considerations.
- 3.6.2 Individual staff members may occasionally provide clarifications in Chinese of material presented in English.
- 3.6.3 Examinations and assessments shall be conducted in the medium of instruction approved by the School Board for the course (see 3.6.1), except that students shall be allowed to provide answers either in English or Chinese for courses taught in Chinese.
- 3.6.4 The language policy applies to formal classroom teaching, including lectures and tutorials. Supplemental explanation in Chinese is allowed occasionally. You are encouraged to use English to ask or answer questions. Assignments, examinations and project reports should be written in English and oral presentations and group discussions should be conducted in English with the exception of the courses listed in 3.6.1.

3.7 Plagiarism¹

WARNING

Plagiarism is viewed by all teachers and educational authorities as a serious offence, and with good reason. A plagiarist is in effect attempting to obtain a scholastic grade by fraud, as well as to make a mockery of education. There are severe penalties in place at the university regarding the submission of plagiarised work by students. See “Academic Integrity and Plagiarism – Policy and Procedures”.

If a student submits a project which is partly or wholly a product of plagiarism, it will be given an “F” grade.

What is Plagiarism?

Plagiarism means taking someone else’s words or ideas and passing them off as your own. It is not acceptable to paraphrase someone else’s idea and call it your own. This includes ideas which you have read about in one language (such as Chinese) and which you make use of in your writing in another language (such as English, or vice versa).

Every time you “borrow” someone else’s words or ideas and pass them off as your own – from whatever source and in whatever medium – you have committed an act of plagiarism.

Straightforward examples of plagiarism from non-published or non-printed sources include the taking of words or ideas without acknowledgement from:

- ◆ a talk;
- ◆ a radio or TV programme;
- ◆ website on the Internet;
- ◆ other students’ assignments or notes, etc.

What Needs to Be Acknowledged?

In the report of your writing, if you make use of an idea, observation or discovery which belongs to someone else and which is not part of common knowledge, academic integrity demands that you acknowledge its source.

There are several reasons for doing this. Firstly, honesty. You should not give the impression that a particular idea or discovery is your own when in fact it is not. Secondly, fairness. Whoever conceived that idea or made that discovery deserves to be given due credit for it. Thirdly, accountability. Readers have a right to know the source of your information, so that they can evaluate its reliability and check it if they wish to.

How to Cite Published Sources?

The basic principle, then, is to acknowledge whatever words or ideas contained in your work which are not your own, and to cite the sources from which you have taken them. There are well-established conventions on how to give citations in the text, make footnotes or notes, and provide references. For detailed information and examples, consult the *Publication manual of the American Psychological Association* (6th ed.). (2010). Washington, D.C.: American Psychological Association, and [Reference examples for electronic source materials](http://www.apastyle.org/electsomce.html) retrieved from <http://www.apastyle.org/electsomce.html>.

A brief APA citation guide is also available from the University Library.

- 1 The material in this section was extracted from *Avoiding Plagiarism*, by Tony T.N. Hung with the author's permission. This book is also available on the University website.

3.8 Data Fabrication

Data fabrication means that you have created data or changed data and claimed that they represent the opinions, ideas, attitudes, etc. of your courses. Data fabrication is a serious offence that carries heavy penalties.

These are some examples of data fabrication:

- (1) Changing input data in order to make your final results significant
- (2) Making up responses and claiming that one of your courses said this in an interview
- (3) Asking a friend or relative to fill in several copies of a questionnaire with different answers

If your course assignment involves collection of original data by means of survey, interview, or other methods, you are required to properly retain the original returned questionnaires, interview tapes/transcripts, and/or other hard data until the course grade appeal period expires, i.e. three weeks after semester grade results are released. You will be asked to present these documents for verification if your findings are suspect.

If you are found to be guilty of data fabrication, an "F" grade will be assigned to the course.

SECTION 4

PROGRAMME COMPOSITION AND CONCENTRATIONS

In Section 3 the general structure of the course was presented. This section provides you with detail on each of the eight concentrations.

4.1 ACCOUNTING CONCENTRATION

The Accounting Concentration aims at providing an education that has a proper balance of breadth and depth in the accounting discipline, with a view to producing accountants of an analytical and conceptual mind. Graduates will develop their careers in professional accounting firms as well as in commercial and industrial sectors.

Specific objectives are:

- (1) To provide students with an in-depth training in the accounting discipline so as to give them adequate preparation for their careers in the field of accounting.
- (2) To provide students with a multi-disciplinary knowledge and analytical ability which make them aware of the complexity of the business environment.
- (3) To develop students' information processing skills and communication skills.
- (4) To give students a sound liberal education which will render a sufficiently broad perspective to meet future challenges brought about by the ever-changing environment.

BBA (Hons) – Accounting Concentration: Programme Structure[#]

Core Courses (46 units)			Units	
ACCT	1005	Principles of Accounting I	3	
ACCT	1006	Principles of Accounting II	2	
BUSI	1006	Business Research Methods	3	
BUSI	2005	Organisational Behaviour	3	
BUSI	2035	Entrepreneurship and Innovative Thinking	3	
BUSI	2045	Data Analytics for Business Decision Making	3	
BUSI	3046	Business Communications	3	
BUSI	3006	Business Ethics and Corporate Social Responsibility	3	
BUSI	4005	BBA Project	3	
BUSI	4006	Strategic Management	3	
ECON	1005	Principles of Economics I	3	
ECON	1006	Principles of Economics II	2	
FINE	2005	Financial Management	3	
ISEM	2005	Management Information Systems	3	
LLAW	3007	Principles of Law	3	
MKTG	2005	Marketing Management	3	46
Concentration Required Courses (21 units)				
ACCT	2005	Intermediate Accounting I	3	
ACCT	2006	Intermediate Accounting II	3	
ACCT	3005	Cost & Management Accounting I	3	
ACCT	3006	Hong Kong Taxation	3	
ACCT	4005	Advanced Accounting	3	
ACCT	4006	Auditing I	3	
LLAW	3005	Company Law	3	21
University Core (13 units)				
University English I & II			6	
University Chinese			3	
Healthy Lifestyle			2	
The Art of Persuasion			2	13
General Education (18 units)				
History and Civilization			3	
Values and the Meaning of Life			3	
Quantitative Reasoning			3	
Interdisciplinary Thematic Courses			6	
GE Capstone			3	18
Free Elective Courses (30 units)				
				30
			Total	128

IMPORTANT:

Additional Requirements/Recommendations from Professional Accounting Bodies (HKICPA and ACCA included)

- (1) ACCT3007 Cost and Management Accounting II is required. Students should take this course in Year-3 Semester-2, as a free elective course.
- (2) While two tax courses are available at HKBU (ACCT3006 Hong Kong Taxation and ACCT4016 Tax Planning and Management), only one tax course is required, but it must be completed at HKBU. Thus,
 - ACCT4016 is not required, if ACCT3006 is completed at HKBU.
 - ACCT4016 is required, if ACCT3006 is exempted from credit transfer from studies previous to HKBU.
- (3) Although ACCT4007 Advanced Accounting II and ACCT4017 Auditing II are not required, and ACCT4016 Tax Planning and Management may not be required (because ACCT3006 is completed at HKBU, refer Note (2) above), students are recommended to take them for better preparation for professional examinations.

[#] Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

* The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Accounting Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II	-	2	2
BUSI	2005	Organizational Behaviour	-	3	3
ECON	1005	Principles of Economics I	3	-	3
ECON	1006	Principles of Economics II	-	2	2
MKTG	2005	Marketing Management	3	-	3
University Core –University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 –History and Civilization			3	-	3
G.E. Level 1 –Values and the Meaning of Life			3	-	3
Free Elective Course			-	3	3
			18	16	34
<u>Second Year</u>					
ACCT	2005	Intermediate Accounting I	3	-	3
ACCT	2006	Intermediate Accounting II	-	3	3
BUSI	1006	Business Research Methods	3	-	3
BUSI	2035	Entrepreneurship and Innovative Thinking	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
FINE	2005	Financial Management	3	-	3
LLAW	3007	Principles of Law	-	3	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
Free Elective Courses			0 or 3	0 or 3	3
			17	17	34
<u>Third Year</u>					
ACCT	3005	Cost & Management Accounting I	3	-	3
ACCT	3006	Hong Kong Taxation	-	3	3
BUSI	3046	Business Communications	3	-	3
BUSI	3006	Business Ethics and Corporate Social Responsibility	-	3	3
ISEM	2005	Management Information Systems	3	-	3
LLAW	3005	Company Law	3	-	3
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			0 or 3	6 or 9	9
			15	15	30
<u>Fourth Year</u>					
ACCT	4005	Advanced Accounting I	3	-	3
ACCT	4006	Auditing I	3	-	3
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	9 or 12	18
			15	15	30

4.2 ECONOMICS AND DATA ANALYTICS CONCENTRATION

Economics and Data Analytics Concentration offers knowledge of economic reasoning and data analytics – a powerful combination that meets the employers’ demand nowadays. The concentration offers a variety of economics courses that allow students to apply economic reasoning to analyze individual markets and macroeconomies; and to make decisions and formulate strategies for business and government. It also prepares students for developing careers in the field of data analytics by providing them with skills associated with quantitative and statistical analysis, big data analytics, programming, data visualization and machine learning. By taking various applied electives, in addition to the core foundation courses, students will be trained to analyse business and social issues using a data-driven approach. It allows them to customize their learning experiences to fit their preferences and career aspirations.

Graduates can develop a wide range of career options in business and government sectors. On top of the likely employment for BBA graduates in management, marketing, accounting and banking, many advanced career opportunities in financial and business sectors, such as data analysts, business consultants, asset management, credit analyst, risk management, treasury, and compliance, require specifically both technical and broad-based knowledge that the Economics and Data Analytics concentration offers. Our training also paves way to graduate studies, which are commonly required for further career advancement.

BBA (Hons) – Economics and Data Analytics Concentration: Programme Structure[#]

Core Courses (46 units)			Units		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	3046	Business Communications	3		
BUSI	3006	Business Ethics and Corporate Social Responsibility	3		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
ISEM	2005	Management Information Systems	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		
Concentration Required Courses (12 units)					
ECON	3076	Managerial Microeconomics	3		
ECON	3077	Managerial Macroeconomics	3		
ECON	3096	Causal Inference: Capturing Cause-and-Effect Relationships with Data	3		
ECON	3105	Big Data Analytics with Python	3	12	
Concentration Elective Courses (9 units)					
ECON	2016	Mathematics for Economists	3		
ECON	2035	Introduction to Technical Analysis	3		
ECON	3005	Applied Econometrics	3		
ECON	3006	Asia-Pacific Economies	3		
ECON	3007	Industrial Organization and Competitive Strategy	3		
ECON	3017	International Trade and Finance	3		
ECON	3025	Money and Banking	3		
ECON	3026	Chinese Economic Developments	3		
ECON	3036	Economics of Human Resources	3		
ECON	3055	Games and Economic Decisions	3		
ECON	3066	Business Economics Internship	3		
ECON	3085	Economics of Entrepreneurship	3		
ECON	3086	Python Programming for Economic and Business Analysis	3		
ECON	3087	Understanding the Digital Economy	3		
ECON	3097	Data Visualization for Economic Storytelling	3		
ECON	4005	China's Foreign Economic Relations and Trade	3		
ECON	4006	Time Series Analysis and Forecasting	3		
ECON	4007	Money and Finance in China	3		
ECON	4016	Digital Platform Analytics	3		
ECON	4035	Economics of Digital Currencies	3		
ECON	4036	Business Forecasting for Analysts	3	9	21
University Core (13 Units)					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
General Education (18 units)					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
Free Elective Courses (30 units)					
					30
			Total		128

[#] Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

^{*} The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Economics and Data Analytics Concentration (2020 Bulletin year onwards)

			Sem. 1	Units Sem. 2	Total
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ECON	1005	Principles of Economics I	3	-	3
ECON	1006	Principles of Economics II	-	2	2
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/	6	6	12
BUSI	2035	Entrepreneurship and Innovative Thinking/			
ISEM	2005	Management Information Systems/			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			18	17	35
<u>Second Year</u>					
ACCT	1006	Principles of Accounting II	-	2	2
BUSI	1006	Business Research Methods	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
ECON	3076	Managerial Microeconomics	3	-	3
ECON	3077	Managerial Macroeconomics	-	3	3
LLAW	3007	Principles of Law	-	3	3
Free Elective Courses			3	-	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			3	-	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			17	16	33
<u>Third Year</u>					
BUSI	3006	Business Ethics and Corporate Social Responsibility	-	3	3
BUSI	3046	Business Communications	3	-	3
ECON	3096	Causal Inference: Capturing Cause-and-Effect Relationships with Data	3	-	3
ECON	3105	Big Data Analytics with Python	-	3	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			3 or 6	3 or 6	9
			15	15	30
<u>Fourth Year</u>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			9 or 12	9 or 12	21
			15	15	30

4.3 ENTREPRENEURSHIP AND BUSINESS INNOVATION CONCENTRATION

We live in a VUCA world. Volatile, uncertain, complex, and ambiguous. Organizations and individuals alike face the “new normal” where the only constant is change. By fostering entrepreneurial mindsets and business innovation we equip the new generations with competence and grit to thrive under the conditions of uncertainty and crisis. By applying the entrepreneurial logic to developing and running organizations, we help our future graduates to redefine the meaning of VUCA by turning volatility into vision, uncertainty into understanding, complexity into clarity, and ambiguity into agility.

Students will take a deep dive into entrepreneurial knowledge, develop highly transferable skills, and foster entrepreneurial mindsets that will allow them to become the agents of change. Upon graduation, students will be able to confidently leverage uncertainties in creating their own businesses, in leading innovation and change in well-established organizations they choose to work for, or in connecting various functional areas of business to generate strong synergies.

In short, our graduates will gain confidence to create, lead, and connect in the age of uncertainty.

BBA (Hons) – Entrepreneurship and Business Innovation: Programme Structure[#]

<u>Core Courses (46 units)</u>			<u>Units</u>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	3046	Business Communications	3		
BUSI	3006	Business Ethics and Corporate Social Responsibility	3		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
ISEM	2005	Management Information Systems	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	<u>3</u>	46	
<u>Concentration Required Courses (9 units)</u>					
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insights	3		
BUSI	3057	Managing Entrepreneurial Ventures	3		
BUSI	3065	Me, Us, and Them: The Human Factor in Entrepreneurship and Innovation	<u>3</u>	9	
<u>Concentration Elective Courses (12 units)</u>					
BUSI	3037	Entrepreneurial Internship I	3		
BUSI	4015	Corporate Entrepreneurship	3		
ECON	3087	Understanding the Digital Economy	3		
ECON	3105	Big Data Analytics with Python	3		
FINE	3025	Entrepreneurial Finance	3		
HRMN	3016	Negotiation	3		
ISEM	3027	Introduction to App Development and Mobile User Experience Design	3		
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3		
ISEM	4006	Electronic Commerce	3		
ISEM	4016	Web Site Design and Business Applications	3		
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3		
LLAW	3005	Company Law	3		
LLAW	3015	Cyber Law and Risk	3		
MKTG	3045	Entrepreneurial Marketing	<u>3</u>	<u>12</u>	21
<u>University Core (13 units)</u>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			<u>2</u>	13	
<u>General Education (18 units)</u>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			<u>3</u>	<u>18</u>	31
<u>Free Elective Courses (30 units)</u>					
					<u>30</u>
			Total		128

[#] Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

* The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Entrepreneurship and Business Innovation Concentration

			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
ISEM	2005	Management Information Systems/			
MKTG	2005	Marketing Management /			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			18	17	35
<u>Second Year</u>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insights	3	-	3
BUSI	3057	Managing Entrepreneurial Venture	-	3	3
LLAW	3007	Principles of Law	-	3	3
Free Elective Courses			6	-	6
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			3	-	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			17	16	33
<u>Third Year</u>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics and Corporate Social Responsibility	-	3	3
BUSI	3046	Business Communications	-	3	3
BUSI	3065	Me, Us, Them: The Human Factor in Entrepreneurship and Innovation	3	-	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			3 or 6	3 or 6	9
			15	15	30
<u>Fourth Year</u>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Course			3	3	6
G.E. Level 3 – Capstone /Free Elective Courses			9	9	18
			12 or 15	15 or 18	30

4.4 FINANCE CONCENTRATION

Individuals, government officials, and business executives make financial decisions. These decisions can be classified into two basic categories: (i) the investment decision and (ii) the financing decision. The first involves identifying and selecting the most appropriate investments. The second deals with where and how to raise the necessary cash to finance the chosen investments. Depending on its nature, a financial decision can be vital to the well-being of the persons or the organisations concerned.

To make the right decision with confidence, the decision-maker needs both specific knowledge and relevant experience. The BBA (Hons) Degree Programme with the Concentration in Finance prepares students to be competent financial decision-makers. It provides students with a general understanding of the various management functions and a specific education in major aspects of finance.

With relevant experience, graduates from this programme, whether in the capacity of business executives or government officials, have the necessary knowledge and skills to enable them to make sound financial decisions and thereby to contribute significantly to the success of their organisations.

In the first and second years, all students follow a common study programme while a modest amount of specialisation in finance is provided in the third and fourth years. Applications to the case of Hong Kong are stressed throughout the programme.

BBA (Hons) – Finance Concentration: Programme Structure[#]:

<u>Core Courses (46 units)</u>			<u>Units</u>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	3046	Business Communications	3		
BUSI	3006	Business Ethics and Corporate Social Responsibility	3		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
ISEM	2005	Management Information Systems	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	<u>3</u>		46
<u>Concentration Required Courses (12 units)</u>					
FINE	3005	Investment Management	3		
FINE	3006	Introduction to Futures and Options Markets	3		
FINE	3007	Fixed Income Securities	3		
FINE	3015	Corporate Finance	<u>3</u>	12	
<u>Concentration Elective Courses (9 units)</u>			3		
FINE	2006	Banking and Credit	3		
FINE	3016	Financial Forecasting	3		
FINE	3017	Management of Financial Institutions	3		
FINE	3025	Entrepreneurial Finance	3		
FINE	3026	Finance Internship	3		
FINE	4005	Multinational Finance	3		
FINE	4006	Financial Risk Management	3		
FINE	4007	Seminar in Finance	3		
FINE	4015	Advanced Financial Planning	3		
FINE	4016	Business Valuation Using Financial Statements	3		
FINE	4017	Financial Markets in China	3		
FINE	4025	Compliance in Finance	3		
FINE	4026	Financial Technology for Banking and Finance	3		
FINE	4027	Mergers, Acquisitions and Corporate Restructuring	3		
FINE	4035	Applied Financial Econometrics	3		
ISEM	4035	Blockchain: Cryptocurrencies and Other Bus Applications	3		
ISEM	4037	Machine Learning for Financial & Business Forecasting	3		
ISEM	4045	Textual Analysis in Business & Finance	<u>3</u>	<u>9</u>	21
<u>University Core (13 units)</u>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			<u>2</u>	13	
<u>General Education (18 units)</u>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			<u>3</u>	<u>18</u>	31
<u>Free Elective Courses (30 units)</u>					
					<u>30</u>
Total					128

[#] *Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.*

* The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Finance Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
ISEM	2005	Management Information Systems/			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			18	17	35
<u>Second Year</u>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
FINE	3005	Investment Management	3	-	3
FINE	3015	Corporate Finance	-	3	3
LLAW	3007	Principles of Law	3	-	3
Free Elective Courses			3	-	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			17	16	33
<u>Third Year</u>					
BUSI	3006	Business Ethics and Corporate Social Responsibility	3	-	3
BUSI	3046	Business Communications	-	3	3
FINE	3006	Introduction to Futures and Options Markets	3	-	3
FINE	3007	Fixed Income Securities	-	3	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	3 or 6	12
			18	15	33
<u>Fourth Year</u>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			9 or 12	6 or 9	18
			15	12	27

4.5 HUMAN RESOURCES MANAGEMENT CONCENTRATION

Today, human resources professionals are essential partners in driving excellence in performance and innovation. Organizations have prized human capital as the most critical strategic asset. From Finance to Retail, from R&D to customer service, people fuel organizations' competitiveness in the market, excel in various organizational capacities, and champion in sustainability. The uniqueness of each individual employee requires organizations to take a *people-centric approach* to design policies and practices to create a delightful employee experience.

The Human Resources Management concentration aims to nurture the next generations of business talents and HR professionals with an innovative mind, a caring heart, a can-do attitude and a global vision that embrace the people-centric approach in managing and developing people in organizations. Our curriculum covers the essential areas of HRM, such as learning and development, people resourcing and employer branding, performance appraisal and rewards, and employment law and practices. To empower students to practice evidence-based HRM, training in conducting HR research and analytics is provided. A broad range of concentration elective courses are offered to enable students to understand the frontiers of the HRM field, work with people from diverse backgrounds, and be agile. The HRM concentration is geared to equip our graduates with the essential competencies to design, implement, and evaluate HR strategies and practices to elevate human capital performance and support business growth.

BBA (Hons) – Human Resources Management Concentration: Programme Structure[#]

<u>Core Courses (46 units)</u>			<u>Units</u>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	3046	Business Communications	3		
BUSI	3006	Business Ethics and Corporate Social Responsibility	3		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
ISEM	2005	Management Information Systems	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<u>Concentration Required Courses (15 units)</u>					
HRMN	3005	Learning and Development	3		
HRMN	3006	People Resourcing and Employer Branding	3		
HRMN	4005	Performance Appraisal and Rewards	3		
HRMN	4006	Employment Law and Practices	3		
HRMN	4016	Research Methods and Analytics for People Management	3	15	
<u>Concentration Elective Courses (6 units)</u>					
BUSI	3025	Cross-Cultural and Comparative Management	3		
BUSI	3065	Me, Us, and Them: The Human Factor in Entrepreneurship and Innovation	3		
BUSI	3066	Brain Science for Business	3		
HRMN	3007	Applied Social Psychology in Organisations	3		
HRMN	3015	Leadership	3		
HRMN	3016	Negotiation	3		
HRMN	3025	Employee Wellness	3		
HRMN	3026	Human Resources Management Internship	3		
HRMN	4007	Human Resources Management in China	3		
HRMN	4015	Human Resources Strategy and Planning	3	6	21
<u>University Core (13 units)</u>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<u>General Education (18 units)</u>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<u>Free Elective Courses (30 units)</u>					
					30
			Total		128

[#] Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

* The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Human Resources Management Concentration (2021 Bulletin year onwards)

			<u>Sem. 1</u>	<u>Units</u> <u>Sem. 2</u>	<u>Total</u>
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
ISEM	2005	Management Information Systems/			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			18	17	35
<u>Second Year</u>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
HRMN	3006	People Resourcing and Employer Branding	3	-	3
HRMN	4006	Employment Law and Practices	-	3	3
LLAW	3007	Principles of Law	3	-	3
Free Elective Courses			6	-	6
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			17	16	33
<u>Third Year</u>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics and Corporate Social Responsibility	-	3	3
BUSI	3046	Business Communications	-	3	3
HRMN	3005	Learning and Development	3	-	3
HRMN	4005	Performance Appraisal and Rewards	-	3	3
Concentration Elective Courses			3	-	3
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	3 or 6	9
			18	15	33
<u>Fourth Year</u>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
HRMN	4016	Research Methods and Analytics for People Mgt	3	-	3
Concentration Elective Course			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			9	6	15
			12 or 15	12 or 15	27

4.6 INFORMATION SYSTEMS AND BUSINESS INTELLIGENCE CONCENTRATION

Recent years have witnessed new technologies, changing customer behaviours and exponentially growing data volumes in the business world. The emergence of Data Analytics has since provided streamlined and automated capabilities for corporations to assess their risks and opportunities, ultimately paving the way for informed and optimized decision-making processes. The zest to harness data is equally if not more earnestly shared in the public domain, as was clearly evidenced by the “Smart City” initiatives announced by the Hong Kong SAR Government in October 2017, calling for digital innovations and integration of data management to achieve a sustainable quality of living.

The Information Systems Business Intelligence (ISBI) concentration has always been uniquely positioned to meet and respond the ever-changing needs of businesses in a technology-driven economy. Our curriculum has been enabling students to explore a plethora of hot topics in Data Analytics, their Business Intelligence applications across various financial industries and sectors, as well as the collateral policy and regulatory implications. Through the acquisition of first-hand experience in the latest business technologies, students can develop a solid understanding on the structures and processes that convert data into strategic assets.

The concentration promotes the concept of a seamless integration of businesses, data and technology. We envision our graduates to be the next generation of entrepreneurs and leaders who are capable to navigate the rapidly transforming technological demands of the business world and our society.

Our courses prepare students to make use of the latest digital technologies to drive innovations both inside organizations or starting up new ventures. Students will learn not only how innovative technologies can enable digital transformation of existing business and create new digital businesses, they will also learn hands-on the technologies involved, such as apps development, mobile user experience, development of web-based businesses, performing customer data analytics using machine learning, as well as cybersecurity. This will equip the students to face the challenges of the fast-paced digital business transformation and innovation that is happening right now.

For students who are interested in Fintech and Business Analytics, our curriculum prepares them to face the challenges in the rapidly changing financial industry by equipping them with the knowledge of finance, technology, and data analytics. With the rise of the blockchain, artificial intelligence and other disruptive technologies, many old ways of doing business have been changed by new models/technologies such as Algo-trading, Robo-advisor, Robotic Process Automation, End-to-end Digital Payment and Cryptocurrency, Crowd-based Capital Raising, Internet of Things and more. Students will not only understand the new way of doing business in various domains of the financial industry, but also other technical mechanisms behind the new business models. Furthermore, the courses will discuss the policy and regulatory implications of the disruptive technology and new business model.

BBA (Hons) – Information Systems and Business Intelligence Concentration: Programme Structure[#]

<u>Core Courses (46 units)</u>			<u>Units</u>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	3046	Business Communications	3		
BUSI	3006	Business Ethics and Corporate Social Responsibility	3		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
ISEM	2005	Management Information Systems	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<u>Concentration Required Courses (9units)</u>					
ISEM	2006	Programming for Business Applications using Python	3		
ISEM	3005	Business Systems Analysis and Design	3		
ISEM	3006	Data Management in Business	3		
<u>Concentration Elective Courses (12 units)</u>					
BUSI	2007	Management Science	3		
FINE	4026	Financial Technology for Business and Finance	3		
ISEM	3007	e-Marketing	3		
ISEM	3016	Decision Support and Intelligence Systems	3		
ISEM	3026	ISEM Internship	3		
ISEM	3027	Introduction to App Development and Mobile User Experience Design	3		
ISEM	3035	Introduction to Business Data Analytics and Visualization	3		
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3		
ISEM	4006	Electronic Commerce	3		
ISEM	4015	Seminar in Information Systems and Business Intelligence	3		
ISEM	4016	Web Site Design and Business Applications	3		
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3		
ISEM	4025	Information Systems Auditing	3		
ISEM	4026	Information Technology Governance and Management	3		
ISEM	4035	Blockchain: Cryptocurrencies and Bus Applications	3		
ISEM	4036	Cybersecurity and Data Privacy	3		
ISEM	4037	Machine Leaning for Financial & Business Forecasting	3		
ISEM	4045	Textual Analysis in Business & Finance	3	12	21
<u>University Core (13 units)</u>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<u>General Education (18 units)</u>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<u>Free Elective Courses (30 units)</u>					
					30
			Total		128

[#] Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

* The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Information Systems and Business Intelligence Concentration

			Sem. 1	Units Sem. 2	Total
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
ISEM	2005	Management Information Systems/			
MKTG	2005	Marketing Management /			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 –Values and the Meaning of Life			3	-	3
			18	17	35
<u>Second Year</u>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
ISEM	2006	Programming for Bus Applications Using Python	3	-	3
ISEM	3005	Business Systems Analysis and Design	-	3	3
ISEM	3006	Data Management in Business	3	-	3
LLAW	3007	Principles of Law	-	3	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			3	-	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			17	16	33
<u>Third Year</u>					
BUSI	3006	Business Ethics and Corporate Social Responsibility	3	-	3
BUSI	3046	Business Communications	-	3	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	6 or 9	15
			15	15	30
<u>Fourth Year</u>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Courses			3	3	6
G.E. Level 3 – Capstone /Free Elective Courses			9 or 12	6 or 9	18
			15	15	30

4.7 MARKETING CONCENTRATION

The aim of the Marketing Concentration is to equip students with updated marketing knowledge as well as to nurture them to become competitive and ethical business leaders in the global marketplace. The Marketing Concentration balances theory and practice; students are provided with opportunities to apply learnt theories to resolve practical problems. Students are educated through a systematic pedagogical approach emphasizing logical, analytical and critical thinking and to develop their ability to apply that thinking to solving real and practical marketing problems. Apart from fundamental marketing knowledge such as consumer behaviour, marketing research and strategic marketing, students can also pursue focused areas of marketing expertise, such as business to business marketing, marketing communication campaign management, retailing management, sales management, and service marketing.

The objectives of the Marketing Concentration are:

- (1) To enable students to build a solid foundation in understanding the role marketing plays in a business.
- (2) To instill in students the unique characteristics and underlying principles of marketing management.
- (3) To equip students with necessary theoretical knowledge as well as real-life experience to manage marketing programmes through credit marketing internship, global marketing field study courses, and company based final year projects.
- (4) To provide students with knowledge in managing a number of specialized marketing areas, such as strategic digital marketing, sales management and service marketing.
- (5) To nurture a sense of ethics and social responsibility that prepares students to be visionary marketing leaders.
- (6) Students can pursue additional graduation options including Double Concentration within BBA, or a Minor in non-business discipline.

BBA (Hons) –Marketing Concentration: Programme Structure[#]

<u>Core Courses (46 units)</u>			<u>Units</u>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	3046	Business Communications	3		
BUSI	3006	Business Ethics and Corporate Social Responsibility	3		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
ISEM	2005	Management Information Systems	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<u>Concentration Required Courses (15 units)</u>					
MKTG	3005	Marketing Research Methods	3		
MKTG	3007	Consumer Behaviour	3		
MKTG	3015	Socially Responsible Marketing	3		
MKTG	3026	Strategic Digital Marketing	3		
MKTG	4005	Strategic Marketing	3	15	
<u>Concentration Elective Courses (6 units)</u>					
BUSI	3017	International Business	3		
MKTG	3006	Global Marketing	3		
MKTG	3016	Marketing Internship	3		
MKTG	3017	Services Marketing	3		
MKTG	3025	Integrated Marketing Communications	3		
MKTG	3026	Strategic Digital Marketing	3		
MKTG	3046	Sports Marketing	3		
MKTG	3047	Big Data Marketing	3		
MKTG	3056	Social Media Marketing	3		
MKTG	4006	e-CRM	3		
MKTG	4007	Brand Management	3		
MKTG	4015	Sales Management	3		
MKTG	4016	Retailing	3		
MKTG	4017	Business to Business Marketing	3		
MKTG	4025	Marketing in China	3		
MKTG	4026	Leisure Marketing	3		
MKTG	4055	Event Marketing	3		
MKTG	4056	Global Marketing Field Study	3		
MKTG	4057	Agribusiness: Marketing and Entrepreneurship	3	6	21
<u>University Core (13 units)</u>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<u>General Education (18 units)</u>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<u>Free Elective Courses (30 units)</u>					30
				Total	128

[#] Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

^{*} The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Marketing Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principle of Accounting II /	-	2	2
ECON	1006	Principles of Economics II			
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
ISEM	2005	Management Information Systems /			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 –Values and the Meaning of Life			3	-	3
			18	17	35
<u>Second Year</u>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
LLAW	3007	Principles of Law	3	-	3
MKTG	3026	Strategic Digital Marketing	3	-	3
MKTG	3007	Consumer Behaviour	-	3	3
Free Elective Courses			6	-	6
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			17	16	33
<u>Third Year</u>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics and Corporate Social Responsibility	3	-	3
BUSI	3046	Business Communications	-	3	3
MKTG	3005	Marketing Research Methods	-	3	3
MKTG	3015	Socially Responsible Marketing	-	3	3
Concentration Elective Course			3	-	3
G.E. Level 2 – Interdisciplinary Thematic Courses			0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	3 or 6	12
			18	15	33
<u>Fourth Year</u>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
MKTG	4005	Strategic Marketing	0 or 3	0 or 3	3
Concentration Elective Course			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			6	9	15
			12	15	27

4.8 STRATEGIC RETAIL MANGEMENT AND INNOVATION CONCENTRATION

The aim of the BBA (Hons) *Strategic Retail Management and Innovation concentration* is to equip students with professional retailing knowledge and management and business skills who will become competitive and ethical business leaders and managerial personnel in the retail industry. This concentration addresses the University's commitment to addressing the needs of society and takes the obligations of talent development for the retail sector. Apart from fundamental retail management knowledge such as brand management and electronic commerce in the retail businesses, students can also pursue up-to-date areas of retail management, such as e-tailing, digital commerce, business analytics, entrepreneurship, among others.

More specifically, the objectives of the concentration are:

- (1) To enable students to build a solid foundation in understanding the fundamentals of retail management.
- (2) To equip students with necessary theoretical knowledge as well as experience in managing a retail business.
- (3) To provide students with retail management knowledge and practices in selected focused areas to foster retail innovation.
- (4) To nurture a sense of ethics and social responsibility that prepares students to be competent and global visionary retail management practitioners.

BBA (Hons) – Strategic Retail Management and Innovation Concentration: Programme Structure[#]

Core Courses (46 units)			Units		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	3046	Business Communications	3		
BUSI	3006	Business Ethics and Corporate Social Responsibility	3		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
ISEM	2005	Management Information Systems	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
Concentration Required Courses (12 units)					
MKTG	3017	Services Marketing	3		
REMT	3005	Strategic Retail Operation Management	3		
REMT	3006	Smart Retailing	3		
REMT	3015	Seminar in Creative Retailing	3	12	
Concentrative Elective Courses (9 units)					
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insights	3		
BUSI	3025	Cross-Cultural and Comparative Management	3		
BUSI	3057	Managing Entrepreneurship Ventures	3		
BUSI	3065	Me, Us and Them: The Human Factor in Entrepreneurship and Innovation	3		
ECON	3007	Industrial Organisation and Competitive Strategy	3		
ECON	3087	Understanding the Digital Economy	3		
ECON	3097	Data Visualization for Economic Storytelling	3		
ECON	3105	Big Data Analytics with Python	3		
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3		
ISEM	4006	Electronic Commerce	3		
ISEM	4016	Web Site Design and Business Applications	3		
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3		
ISEM	4036	Cybersecurity and Data Privacy	3		
MKTG	3005	Marketing Research Methods	3		
MKTG	3006	Global Marketing	3		
MKTG	3007	Consumer Behaviour	3		
MKTG	3015	Socially Responsible Marketing	3		
MKTG	3025	Integrated Marketing Communications	3		
MKTG	3026	Strategic Digital Marketing	3		
MKTG	3047	Big Data Marketing	3		
MKTG	4006	e-CRM	3		
MKTG	4007	Brand Management	3		
REMT	3007	Retail Management Internship	3	9	21
University Core (13 units)					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
General Education (18 units)					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
Free Elective Courses (30 units)					
					30
				Total	128

[#] Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

^{*} The BBA Project is required for the 1st Concentration only, i.e., no additional BBA Project is required for the 2nd Concentration (if pursued).

BBA (Hons) Strategic Retail Management and Innovation Concentration (2020 Bulletin year onwards)

			<u>Sem. 1</u>	<u>Units</u> <u>Sem. 2</u>	<u>Total</u>
<u>First Year</u>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
ISEM	2005	Management Information Systems/			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 –Values and the Meaning of Life			3	-	3
			18	17	35
<u>Second Year</u>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
LLAW	3007	Principles of Law	3	-	3
Free Elective Courses			9	3	12
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			17	16	33
<u>Third Year</u>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics and Corporate Social Responsibility	3	-	3
BUSI	3046	Business Communications	-	3	3
REMT	3005	Strategic Retail Operation Management	3	-	3
REMT	3006	Smart Retailing	-	3	3
MKTG	3017	Services Marketing	-	3	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			3	3	6
			15	18	33
<u>Fourth Year</u>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
REMT	3015	Seminar in Creative Retailing	3	-	3
Concentration Elective Courses			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	6 or 9	15
			12 or 15	12 or 15	27

SECTION 5

GENERAL EDUCATION PROGRAMME

Under the undergraduate curriculum, students are required to complete a minimum of 128 units, with four broad categories, including the major programme, electives, the University Core requirements and the General Education (GE) Programme.

5.1 Learning Outcomes

After completing the GE Programme, students are expected to achieve a number of programme intended learning outcomes:

- PILO1** Use historical and cultural perspectives to gain insight into the contemporary issues;
- PILO2** Apply various value systems to decision-making in personal, professional, and social/political situations;
- PILO3** Use data for the purposes of analyses and to make recommendations for strategic implementation of policy on social, economic and business, cultural, and political affairs;
- PILO4** Relate their majors with interdisciplinary thematic knowledge;
- PILO5** Demonstrate connections among a variety of disciplines to gain insight into contemporary personal, professional, and community situations.

5.2 General Education

The GE Programme is designed to equip students with integrated broad-based knowledge, transferable core skills, guiding principles, and attitudes that they need in both their specialized studies and future professional and personal lives. Our GE asks students to open up their minds to new ideas and perspectives, imagine possibilities, and acquire a deeper understanding of people and issues through making connections at personal, societal and historical levels. It cultivates our students to become well-rounded persons capable of fully participating in the fast-changing, interconnected global world.

- History and Civilization (3 units)
- Values and the Meaning of Life (3 units)
- Quantitative Reasoning (3 units)
- Interdisciplinary Thematic Courses (6 units)
- GE Capstone (3 units)

For more details on the GE programme, please visit the University's GE website at <http://ge.hkbu.edu.hk>.

5.3 University Core

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to develop the Graduate Attributes among students.

- University English I & II (6 units)
- University Chinese (3 units)
- Healthy Lifestyle (2 units)
- The Art of Persuasion (2 units)

SECTION 6

THE GRADING SYSTEM AND THE AWARD OF DEGREE

6.1 The Grade Point Average

The BBA programme follows the University's standard method of assessing course work and examination performance, which is the use of the grade point average (GPA). For each course you take, you will be awarded a letter grade based on your performance in the examinations, essays and other assignments required for assessment. The number of grade points awarded is directly related to the letter grade and the number of units allotted to each course as shown below. For example, a grade A in a 3-unit course will score you 12 grade points.

The Grading System

Letter Grade	Academic Performance	Grade Point per Unit
A)	Excellent	4.00
A-)		3.67
B+)	Good	3.33
B)		3.00
B-)		2.67
C+)	Satisfactory	2.33
C)		2.00
C-)		1.67
D	Marginal Pass	1.00
E	Conditional Pass	0.00
F	Failure	0.00
DT	Distinction	Not included in GPA calculation
I	Incomplete (temporary)	Not included in GPA calculation
S	Satisfactory	Not included in GPA calculation
U	Unsatisfactory	Not included in GPA calculation
W	Withdrawn (w.e.f. 2000-2001)	Not included in GPA calculation
WS	Withdrawn Satisfactory	Not included in GPA calculation
WF	Withdrawn Failing	0.00
YR	Year Grade (temporary)	Not included in GPA calculation
NR	Not Yet Reported (temporary)	Not included in GPA calculation
PR	Project to be Resubmitted (temporary)	Not included in GPA calculation

6.2 Academic Honours

The President's Honour Roll is awarded to students taking a minimum of 12 units counting towards grade point average in a semester with semester GPA of 3.50 or above and with no grade below C for the same semester.

The Dean's List is awarded to students taking a minimum of 12 units counting towards grade point average in a semester with semester GPA of 3.00-3.49 and with no grade below C for the same semester.

The Scholastic Award is awarded to students who have the highest cGPA in the graduating class and with cGPA no less than 3.20.

The Scholastic Award is awarded to students having awarded the First Class Honours and are the top two percent of graduates with the highest cGPA in the graduating class.

The Senate reserves the right, upon the recommendation of the appropriate Committees, to make exceptions in the application of these criteria.

6.3 Study Load

Normally, students are required to register for all courses prescribed on a particular programme, including elective courses, each year. Study schedules which are semester-by-semester listings of courses to be taken on different programmes are available in the University Cyber Port System (BUniPort) and the relevant programme document/handbook.

In special circumstances when a student cannot fulfil the graduation requirements within the normal period of study and is granted extension of study, he/she will be classified as “part-time” when registering for less than 12 units in a semester during the extension period.

Unless prescribed in an approved study plan, a student may not register for more than 18 units in a semester. Students who wish to register for more than 18 units must obtain approval from the appropriate Department/Programme Head or Programme Director and the Academic Registrar during the course add/drop period. Students who wish to register for more than 21 units must obtain support from the appropriate Department/Programme Head or Programme Director and apply to the Academic Registrar in writing. Approval for a study load in excess of 21 units will only be given under exceptional circumstances.

Students placed on academic probation must work out and agree on a study plan with their Department/Programme Head or Programme Director. Normally, this study plan will include a reduced study load according to the following guidelines:

- a. Those with a failure of 0 – 6 units in the previous semester may be required to take not more than 12 units in the following semester.
- b. Those with a failure of more than 6 units in the previous semester may be required to take not more than 9 units in the following semester.

The President and Vice President(s) of the Students’ Union will be allowed to suspend study or reduce their study load to any number of units during their tenure in the Students’ Union, and to extend their study period up to one academic year if they so wish. In such cases, an appropriate study plan should be drawn up by the student and approved by the Department/Programme Head or Programme Director.

6.4 What You Have to Do to Graduate

Students are approved for graduation by the Senate after fulfilling all the graduation requirements stipulated by the University. These requirements include: University general requirements, programme requirements, and unit and grade point average requirements. Students who have course, unit or GPA deficiencies may be granted summer study or supplementary examination or a concession of one additional year to complete their studies by the Senate.

In order to graduate you have to maintain a satisfactory GPA. For individual courses the requirements have been set out in the previous sub-section, namely that a GPA of 2.0 (“C” average) is required for performance to be considered satisfactory. A final overall GPA of 2.0, as the following sub-section shows, is also the minimum required to obtain a pass degree. Beyond this, however, there is a gate mechanism whereby you must maintain a minimum GPA of 2.0 for any given semester in order to remain in good academic standing.

In addition to GPA requirement, BBA students are required to complete one of the following Experiential Learning Activities in order to graduate:

- (a) Internship (local/overseas)

- (b) Exchange Programme (regular semester/ summer)
- (c) Service Learning Programme

Intended Learning Outcomes

To ensure students achieve learning outcomes of appropriate standard, the following is devised:

Upon completion of the experiential learning requirement, students are expected to:

- i. Understand more about business related career and develop their career interest.
- ii. Develop proper work attitude and business skills essential to be a young professional.
- iii. Exhibit enhanced knowledge and abilities resulting from work experience, study abroad and/or service-learning experience.

Ambit of Experiential Learning and Number of Hours Required

All students must complete a minimum of 120 hours experiential learning activities. Accumulation of hour is allowed under the circumstances that the duration of each activity lasts no less than 60 hours. Students must complete this requirement by the 2nd Semester of their final year. Otherwise, their graduation may be deferred.

Roles and Responsibilities

Students

- To read the general guidelines carefully
- To develop plan in fulfilling the graduation requirement
- To proactively seek assistance from concentration coordinator/ career advisor when encounter difficulties in fulfilling the requirement
- To take initiate to notify BBA Programme Office for experiential learning activities record keeping

Concentration Coordinators or Career Advisor

- To provide professional advice and support to students when necessary
- To facilitate students to devise a plan and develop goals for experiential learning
- To evaluate the suitability of the experiential learning activities that are not included in the general guidelines and make recommendation to BBA Programme Office
- To monitor students' progress in completing the graduation requirement
- To help students to resolve any issues arising from the experiential learning activities

For details, please visit BBA website: bba.hkbu.edu.hk/academics/graduation-requirements or contact BBA Programme Office (Email: bba@hkbu.edu.hk Phone: 3411 5265).

6.5 The Award of the BBA (Hons) Degree Programme

There is no degree examination, and the classification of the BBA (Hons) Degree Programme awarded will depend on your cumulative GPA:

Honours Classifications	Cumulative GPA
First class	3.40 - 4.00
Second class (Division I)	3.00 - 3.39
Second class (Division II)	2.50 - 2.99
Third class	2.20 - 2.49
Pass	2.00 - 2.19

The BBA (Hons) Degree Programme Examination Board, in difficult or borderline cases, will have powers to viva candidates and take the results into account in deciding on the class of degree to be awarded.

SECTION 7

SEEKING HELP

7.1 School Advising Coordinator

A School Advising Coordinator assumes overall responsibility for coordinating all academic advising and mentoring activities in the School, works closely with advisors/mentors at various levels to take care of students' development during their University education.

7.2 Academic Advisors

An Academic Advisor will be assigned for each concentration.

Major Roles and Responsibilities

- i. To conduct briefing session during the School's orientation session.
- ii. To provide guidance to Year 1 students who are interested to study his/her concentration.
- iii. To provide information on relevant courses such as study schedule and course selection.
- iv. To advise students on any academic issues.

List of Academic Advisors

Mr. Anthony Cheng, Accounting

Dr. Kin Ming Wong, Economics and Data Analytics

Dr. Marta Dowejko, Entrepreneurship and Business Innovation

Dr. Astrophel Choo, Finance

Dr. Amy Chen, Human Resources Management

Dr. Tony Wong, Information Systems and Business Intelligence

Dr. Clara Kan, Marketing

Prof. Xu Huang, Strategic Retail Management and Innovation

7.3 Mentors

Each student will be assigned a staff member as Mentor in the First Semester of Year 1. The mentor will meet with the student regularly. The objective is to provide a friendly and supportive environment to every student throughout his/her study at the University. If close relationship between the mentor and the student is established and maintained, potential problem can be identified and averted at early stage.

Major Roles and Responsibilities

- i. To advise the student on matters relating to his/her academic programme and monitor his/her overall progress in the programme.
- ii. To advise the student on personal, social and/or other problems which may arise. When necessary, refer problems to other channels such as the Chaplain, Counsellor, Director of Student Affairs, Head of Career Section and Head of Counselling and Development Section, etc.
- iii. To guide the student in his/her job search and placement.

- iv. To keep in contact with the student after his/her graduation in order to monitor his/her progress and receive evaluation and feedback regarding the programme.

7.4 Changing your Concentration

At the end of your first year it is possible to change your Concentration. However, this is limited in extent, conditional on academic performance, and subject to the approval of the BBA (Hons) Degree Programme Management Committee. Normally, the application should be submitted by the students to the Academic Registry no later than 30 April each year for change of concentration to be effective in the next academic year. You should consult your Mentor on this matter.

SECTION 8

STUDENT REPRESENTATIVE

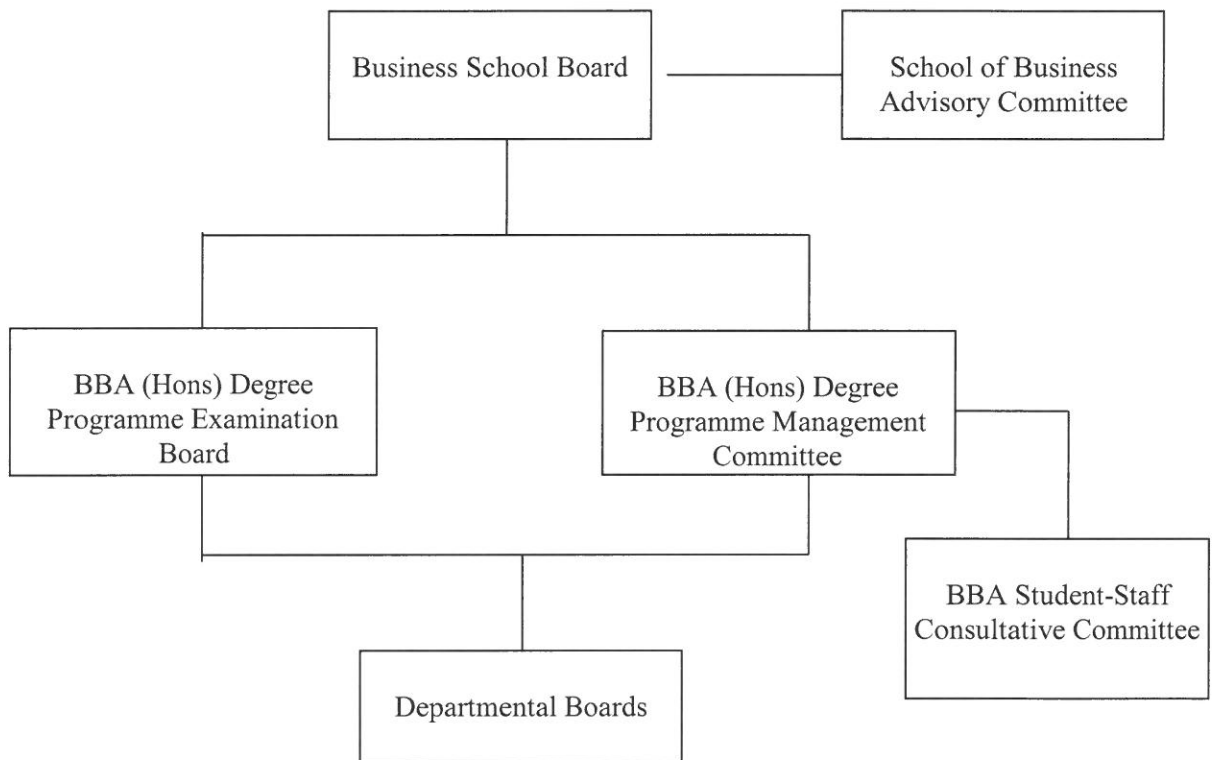
Student representatives sit on the School Board, which exercises overall supervision of the BBA (Hons) Degree Programme. There is one student representative from each of the eight concentrations in the School Board.

SECTION 9

PROGRAMME ADMINISTRATION

9.1 The Programme Management Structure

The programme management structure includes the BBA (Hons) Degree Programme Examination Board, BBA (Hons) Degree Programme Management Committee, Departmental Boards, BBA Student-Staff Consultative Committee, Business School Board and School of Business Advisory Committee. The programme management structure is illustrated in the chart below:



Management Structure for BBA (Hons) Degree Programme

9.1.1 BBA (Hons) Degree Programme Management Committee

- (a) Membership:
 - 1) BBA (Hons) Programme Director (Chairman)
 - 2) BBA (Hons) Programme Associate Directors
 - 3) Dean, School of Business (Ex-officio)
 - 4) Heads of Departments
 - 5) Coordinators, BBA (Hons) Concentration
- (b) Terms of Reference:
 - 1) To monitor and assess the operation of the programme
 - 2) To ensure that the programme plan is efficiently and effectively implemented
 - 3) To consider recommendations from the Coordinators, BBA (Hons) Concentration and the Departments
 - 4) To prepare requests for submission to the Dean for resources (staffing, funding, library, etc.) required to implement the programme plan
 - 5) To oversee the development and preparation of curriculum proposals for new courses or new concentrations
 - 6) To consider policies and procedures for selection, admission, and change of concentration
 - 7) To consider any matters related to the management of BBA Project

9.1.2 BBA (Hons) Degree Programme Examination Board

- (a) Membership:
 - 1) BBA (Hons) Programme Director (Chairman)
 - 2) BBA (Hons) Programme Associate Directors
 - 3) Dean, School of Business (Ex-officio)
 - 4) Heads of Departments
 - 5) Coordinators, BBA (Hons) Concentration
 - 6) One staff representative from each department
 - 7) Representative from the Language Centre
- (b) Terms of Reference:
 - 1) To ensure that the standard of the degree is comparable with similar awards made by other higher education institutions
 - 2) To ensure that the assessment of the Degree is in congruence with the aims and content of the Degree
 - 3) To assess the performance of students in all years of the Degree Programme
 - 4) To approve the Rules for the Conduct of Examinations and to adjudicate in any case of breach of these rules
 - 5) To deal with grievances and appeals from students
 - 6) To produce passlists and to classify and approve the final results
 - 7) To transmit the approved passlists to the Senate for final endorsement

The BBA (Hons) Degree Programme Examination Board will convene for at least one scheduled meeting each semester.

9.1.3 BBA Student-Staff Consultative Committee

The Committee meets once every semester and provides a forum for discussion and consultation on any matter of mutual concern to students and the Departments.

- (a) Membership:
 - 1) BBA (Hons) Programme Director (Chairman)
 - 2) BBA (Hons) Programme Associate Directors
 - 3) Dean, School of Business (Ex-officio)
 - 4) Heads of Departments or Representatives
 - 5) Coordinators, BBA (Hons) Concentration
 - 6) Student Representatives
- (b) Terms of Reference:
 - 1) To monitor the quality of the programme and to review the extent to which the programme objectives are being met
 - 2) To receive students' feedback on the programme and to allow students to raise issues of concern
 - 3) To allow students to receive the Department's views on matters of concern to them
 - 4) To facilitate communication between students and the Programme Office to ensure the smooth running of the programme

9.1.4 Departmental Boards

Each department is responsible for a set of courses, grouped under various disciplinary fields, and provides an academic home to a group of teaching staff who share similar professional training, background, research interest and research methodology. The department is also responsible for monitoring and controlling the academic standard of courses under its care, and recommends to the School on staff teaching assignments within the relevant discipline(s).

- (a) Membership:
 - 1) Head of Department (Chairman)
 - 2) All staff teaching courses offered by the department
- (b) Terms of Reference:
 - 1) To monitor the progress of the teaching and learning activities within the department and to report on these to the BBA (Hons) Degree Programme Management Committee
 - 2) To review periodically the syllabi and to make recommendations for changes in content or teaching methodology
 - 3) To consider draft examination papers to be submitted to the Registrar's Office (This task will normally be performed by a subcommittee of internal examiners) and to recommend student grades to the BBA (Hons) Degree Programme Examination Board through the Heads of Departments

Grouping of disciplinary fields under various departments is shown below:

<u>Department</u>	<u>Discipline(s)</u>
Accountancy and Law	Accountancy Legal Studies
Economics	Economics
Finance & Decision Sciences	Finance Information Systems & e-Business Management
Management	Entrepreneurship General Business Management Human Resources Management Retail Management
Marketing	Marketing

The Head of Department may appoint disciplinary field coordinator(s) to assist him/her in the management of the discipline(s) hosted by his/her department.

Each course has a home department. Courses managed by each department are listed in Appendix A.

9.1.5 School Board

- (a) Membership:
 - 1) Dean (Chairman)
 - 2) President and Vice-Chancellor, Ex-officio
 - 3) Academic Vice-President, Ex-officio
 - 4) Academic Registrar, Ex-officio
 - 5) Secretary (to be elected annually amongst members of the Board)
 - 6) Full-time faculty members at or above Assistant Professor/Lecturer rank within the School
 - 7) Student representatives, one from each concentration/programme
 - 8) Such other staff members as co-opted by the Board
- (b) Terms of Reference
 - 1) To be responsible to the Senate for the coordination, cooperation and improvement of the teaching programme and research activities of the departments within the School
 - 2) To make recommendation to the Senate concerning curriculum development and revision
 - 3) To make recommendation to the Senior Executive Committee or other appropriate bodies on the provision of resources to the School

9.1.6 School of Business Advisory Committee

(a) Membership:

- 1) Each advisory committee shall normally consist of 7 to 15 members, and shall have the following composition:
Chairman: A member from the community
Convenor: Dean, School of Business
Members:
 - i) External Members: From the community – commercial, government and professional sectors.
 - ii) Internal Members: From the University academic staff, whose number shall not exceed one-third of the total committee membership.
- 2) The Chairman of the advisory committee shall be formally appointed by the President & Vice-Chancellor. Other members shall be jointly nominated by the Chairman and the programme directors, heads of departments and school dean, and appointed by the President & Vice-Chancellor. The terms of all members (excluding the Chairman) shall be either one year or two years, on the recommendation of the school/programme concerned. The Chairman shall be appointed for a two-year term. Members may be eligible for reappointment. A normal renewal would be permitted for the second term. Only under specific circumstances of need could a further extension beyond the second appointment be made for selected members.
- 3) External members should, as much as possible, be recruited from the employment sector; academics from other institutions should therefore be in the minority.
- 4) The servicing arrangements for the advisory committee shall be the responsibility of the relevant school/programme.

Note: The role of internal members in the Committee is to serve as resource persons and to receive advice from external members. The advice received will then be reported back to the school/programme.

(b) Terms of Reference:

- 1) The Advisory Committee shall act as an interface between industry/commerce/government and the community at large and the School of Business
- 2) The Advisory Committee shall meet at least once a year. To assist planning and reviewing the following aspects of the School in relation to community needs and future developments, advisory committees shall have regard to:
 - i) The objectives, structure, and content of the Programme offered by the School;
 - ii) The research and consultancy activities associated with the School;
 - iii) Market demand and placement of graduates;
 - iv) The resources in support of the School;
 - v) Other aspects of concern as requested by the President & Vice-Chancellor.
- 3) The Advisory Committee shall send minutes of its meetings to the President & Vice-Chancellor

SECTION 10

THE PROJECT

10.1 Weighting of the Project in the BBA Programme

The Project is a 3-unit course which should be completed by the end of the second semester of the final year.

10.2 Guidelines for Project Registration

- (1) You will enrol in BUSI 4005 BBA Project according to your approved study plan. Ordinarily, students register for this course in Semester 2 of Year 4 and should follow the schedule outlined in Section 10.3.
- (2) Students who wish to change the timing of BUSI 4005 because of academic reasons, e.g. suspension of studies, exchange programme, need to consult their Concentration Coordinators for the work schedule. Students on exchange should consult their Concentration Coordinators before their departure for exchange. Normally, students enrolling in the course in Semester 1 will submit their final reports by the end of October, while those taking it during the summer will have a submission deadline at the end of July.
- (3) All students enrolled in BUSI 4005 BBA Project are required to take part in project area pre-registration as a means to select their project areas and for assignment of supervisors. Students who fail to complete the pre-registration form will not be allowed to enrol in the course. Students who change their study plan must complete the pre-registration process again. These students may be assigned to a different project area/supervisor by the Concentration Coordinator.

10.3 Time Schedule for Carrying Out the Project

In order to help you to get an early start, preparation for the Project begins in the 1st semester of Year 4.

You will have the opportunity of choosing your research areas and topics. In early September, you will be given a list of research areas and be asked to indicate your preferences on a survey form. Based on the results of the survey, you will be assigned a supervisor who will help you develop research interests and prepare a preliminary research project proposal. The whole process of matching your preferences, research areas and supervisors is completed by the end of September so that you may start discussing with your supervisor for your specific project topic, and thereafter continue to prepare for the research project in the remaining months of the 1st semester in Year 4, i.e. literature review and preliminary information searching.

The preparatory activities and preliminary research in the Semester 1 include initial discussion with supervisors, participation in concentration-based information seminars, reading of literature, and preliminary information searching or questionnaire design.

The BBA (Hons) Programme Director, who is appointed by the Dean of School of Business, will adjudicate in any case of dispute. He/she will arrange for the supervision of any students unable to find a topic or supervisor themselves. The BBA (Hons) Degree Programme Management Committee, chaired by the Programme Director, also closely monitors the implementation and organisation of the BBA Project.

You should decide on a topic and submit a project proposal. Following the approval of the project proposal in January, you start the actual research work on the project with regular meetings with your supervisor, and continue with literature review and data collection.

The Project should be completed in April and the deadline for the submission of two copies of the project report to the Secretary of the BBA (Hons) Degree Programme Management Committee by 4th week of April. The oral presentation to your supervisor, together with an internal examiner, is carried out in May.

The normal time schedule for the BBA Project is outlined below.

<u>Events</u>	<u>Schedule</u>
1. General briefing	May
2. Project research areas pre-registration	1st week of September
3. Pairing of students & supervisors	2nd week of September
4. Announcement of supervisors & research areas	4th week of September
5. Initial meeting with supervisors	5th week of September
6. Preliminary literature review and/or information searching	From Oct to December
7. Regular meetings and written/verbal progress reports with the supervisors, and individual research activities	From Oct to the end of April
8. Confirmation of project title, & submission of proposal	Early January
9. Last day for voluntary submission of draft reports to supervisor	1st week of April
10. Submission of two copies of reports to the Secretary, BBA (Hons) Degree Programme Management Committee	4th week of April
11. Oral Presentation	After Semester 2 final examination

10.4 Assessment

Each project report is examined by your supervisor and one internal examiner. The allocation of examiners to projects will be done by the BBA (Hons) Degree Programme Management Committee, in consultation with project supervisors.

Projects are graded on the same scale as other courses. The criteria for assessment include research methodology, logical structure, critical analysis, presentation, and the quality of the literature review.

10.5 Project Operational Manual

You will receive a copy of the BBA Project Operational Manual in the informal briefing sessions, which are organised to help you prepare for the project.