

Integrated BBA Programme
Applicable to students admitted in 2019-20

Bachelor of Business Administration (Integrated BBA Programme) and Bachelor of Social Science (Journalism and Communication) Double Degree Option

1st Degree: Bachelor of Business Administration (Integrated BBA Programme)

Major Programme Requirement

Students are required to complete a minimum of 56 units of courses as follows:

	Units
1. Faculty Package: DSME1030, 1040, MGNT1020	9
2. Required Courses: ACCT2111, 2121, 2151 or 3151[a], DSME2011, 2030, 2051, FINA2010, IBBA3040, MGNT2511, 2512, 2611, 4010, MKTG2010	32-33
3. Elective Courses (Concentration): Students must choose at least one concentration and take five or six courses among the courses prescribed under respective concentration area as follows:	15-18
(a) Business Economics	
(i) DSME2021, 4110;	
(ii) two courses selected from: DSME3000, 3011, 3030, 3050, 3080, 3090, 4040, 4080; and	
(iii) one DSME course at 3000 or above level, excluding the courses taken for fulfillment of requirement (i) or (ii)	
(b) Business Analytics	
(i) DSME2021, 2040, 4020;	
(ii) one course selected from: DSME4070, 4240, 4260; and	
(iii) one course selected from: DSME3030, 4030, 4110, 4220, 4280, MKTG4120	
(c) Finance	
(i) DSME2021 or FINA2020; and	
(ii) 15 units of FINA courses at 3000 or above level, with no more than three 1-unit FINA courses	
(d) Entrepreneurship	
(i) MGNT1070, 2070, 3070, 4170; and	
(ii) two courses selected from: MGNT4070, 4090, 4130, 4270, 4570	
(e) Management of International Business	
(i) MGNT3080, 3580, 4150; and	
(ii) three courses selected from: MGNT3010, 4080, 4090, 4130, 4140, 4510, 4530, 4540, 4550, 4570, 4600, 4620	
(f) Human Resource Management	

- (i) MGNT2040, 3010, 3090; and
- (ii) three courses selected from: MGNT3040, 3060, 4050, 4060, 4080, 4110, 4130, 4140, 4620
- (g) Marketing
 - (i) MKTG3010, 3020, 3030, 4040; and
 - (ii) two courses selected from: MKTG3040, 3050, 4010, 4020, 4030, 4050, 4070, 4080, 4090, 4110
- (h) Big Data and Quantitative Marketing
 - (i) MKTG3010, 3060, 4080, 4120; and
 - (ii) two courses selected from: MKTG3020, 4030, 4050, 4070, 4090, 4150, 4160
- (i) General Business
 - (i) 3 units of DSME/FINA/MGNT/MKTG courses at 2000 or above level; and
 - (ii) 12 units of DSME/FINA/MGNT/MKTG courses at 3000 or above level, excluding the courses taken for fulfillment of requirement (i), with no more than three 1-unit FINA courses

Total: 56-60

Explanatory Notes:

1. ACCT/DSME/FINA/IBBA/MGNT/MKTG courses at 2000 and above level (excluding ACCT2111, 2121, IBBA3040, MGNT2511 and 2512) will be included in the calculation of Major GPA for honours classification.
 2. Double concentrations in Marketing and Big Data and Quantitative Marketing are not allowed.
 3. DSME2021 and the associated units can be used to satisfy concentration requirements of double concentrations within (a) to (c).
MGNT3010 and the associated units can be used to satisfy concentration requirements of double concentrations within (e) and (f).
 4. Courses taken for the concentration requirements of General Business Concentration cannot be counted towards the requirements of concentrations (a) to (h).
 5. Students claiming Entrepreneurship Concentration are not allowed to declare Minor in Entrepreneurship and Innovation.
- [a] ACCT2151 and 3151 are mutually exclusive. Students who would like to pursue a career in accounting profession are advised to take ACCT3151 instead of ACCT2151.

Requirements for admission to the 2nd degree programme

1. For admission to the second degree programme, students should have:
 - i. obtained admission scores not lower than a score mutually agreed by both the Faculty of Business Administration and School of Journalism and Communication, and this score should not be lower than the lowest admission scores of the JLM programme;
 - ii. fulfilled all graduation requirements of the first degree programme;
 - iii. obtained a Major GPA of at least 3.0 upon completion of studies of the first degree programme;
 - iv. taken at least a reasonable number of units (27 units as mutually agreed by both the Faculty of Business Administration and School of Journalism and Communication) of

- courses prescribed by the second degree programme while pursuing the first degree programme; and
- v. achieved a GPA of at least 3.0 in these second degree programme courses. These second degree programme courses include the mutually recognized courses of the double degree option.

Interview will be arranged for all shortlisted candidates. Students who do not satisfy the above requirements may still apply for admission to the second degree programme which has discretion in judging the suitability of the students in studying for the second degree programme through assessments like conducting interview, considering the recommendation from the first degree programme etc.

Upon fulfillment of the requirements of the first degree programme, students of this double degree option can choose to or not to pursue the second degree programme. If a student decides not to pursue the second degree programme but has fulfilled the requirements of a relevant JLM minor programme, a minor of that JLM programme would be awarded.

2nd Degree: Bachelor of Social Science (Journalism and Communication)

Major Programme Requirement

Students are required to complete a minimum of 72 units of courses as follows:

	Units
1. Faculty Package: COMM1120 and any two courses, offered by two different Programmes/Departments/Schools, chosen from the following: ARCH1001, 1002, DSPS1001, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOCI1001, 1201, SOWK1001, 1113, 1114, URSP1001, 1002	9
2. Required Courses:	
(a) COMM1150, 2160, 2530, 3200, 3600, 4150	18
(b) Either Chinese Journalism COMM1170, 2110, 2170 and 3140; <u>or</u> English Journalism COMM1180, 2120, 2180 and 3610; <u>or</u> Integrated Strategic Communication COMM1190, 2100, 2240 and 3400; <u>or</u> Creative Media Laboratory COMM1190, 2300, 2320 and 3310	12
3. Elective Courses (Courses that appear in both 3(a) and 3(b) can only be counted towards either 3(a) or 3(b).):	
(a) Any two of the following theory/method courses: COMM2210, 2840, 2940, 3650, 3810	6
(b) At least 27 units from the following areas:	27
(i) Advertising and Public Relations: COMM2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3831, 3832, 3840, 3850, 3855, 3881, 3888, 4848	
(ii) Journalism	

COMM2210, 2440, 2600, 2610, 2740, 2910, 3630, 3640, 3650, 3670, 3680, 3681, 3682, 3740, 3750, 5631, 5632, 5650, 5690

(iii) Creative and New Media

COMM2710, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3711, 3733, 3800, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962

(iv) Communication Studies:

COMM2140, 2500, 2520, 2920, 2930, 2932, 3131, 3132, 3191, 3193, 3700, 4040, 4191, 5110, 5111, 5775, 5944, 6210, 6420

Total: 72

Explanatory Notes:

1. COMM courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.
2. Students may be required to take pre-requisite courses for courses under the specific areas.
3. Students may take COMM courses outside of their study schemes as their Major elective courses, and the course grades will be included in the calculation of Major GPA.

Explanatory Notes on Mutual Recognition or Exclusion:

1. COMM2160 can be exempted from the requirement of the second degree programme by successfully completing MKTG3010.
2. COMM2850 can be exempted from the requirement of the second degree programme by successfully completing MKTG3030.

Recommended Course Pattern				
	1st degree: Bachelor of Business Administration (Integrated BBA Programme)	Units	2nd degree: Bachelor of Social Science (Journalism and Communication)	Units
First Year of Attendance	1 st term Faculty Package: 1-2 course(s) (DSME1030 and MGNT1020 recommended) Major Required: Major Elective(s):	3-6	1 st term Faculty Package: Major Required: Major Elective(s):	
	2 nd term Faculty Package: 1-2 course(s) (DSME1040 and MGNT1020 recommended) Major Required: 0-1 course from MGNT2511 Major Elective(s):	3-6 0-1	2 nd term Faculty Package: Major Required: Major Elective(s):	
	Summer session			

	Major Required: 0-1 course from MGNT2511 (if not taken) Major Elective(s):	0-1		
Second Year of Attendance	1 st term Major Required: ACCT2111, DSME2011, and 0-2 courses from IBBA3040, MKTG2010 Major Elective(s): 0-1 course	7-11	1 st term Faculty Package: COMM1120 Major Required:	3
	2 nd term Major Required: ACCT2121, and 0-3 courses from FINA2010, IBBA3040, MKTG2010 (if not taken) Major Elective(s): 0-1 course	0-3	Major Elective(s):	
Third Year of Attendance	2 nd term Major Required: ACCT2121, and 0-3 courses from FINA2010, IBBA3040, MKTG2010 (if not taken) Major Elective(s): 0-1 course	3-10	2 nd term Faculty Package: 1 course Major Required:	3
	1 st term Major Required: ACCT2151 or 3151, FINA2010 (if not taken) and 0-2 courses from DSME2030, MGNT2611 Major Elective(s): 1 course	2-11	1 st term Faculty Package: 1 course Major Required:	3
	2 nd term Major Required: DSME2051, and 0-3 courses from ACCT2151 or 3151, DSME2030, MGNT2611 (if not taken) Major Elective(s): 1 course	3	Major Elective(s): 1 course	3
Fourth Year of Attendance	1 st term Major Required: 0-2 courses from MGNT2512, 4010	3-11	2 nd term Major Required:	
	Major Elective(s): 1-2 course(s)	3	Major Elective(s): 2 courses	6
	1 st term Major Required: 0-2 courses from MGNT2512, 4010	0-4	1 st term Major Required: (COMM1170 or 1180 or 1190), and COMM1150 Major Elective(s): 2 courses	6
2 nd term Major Required: 0-2 courses from MGNT2512, 4010 (if not taken) Major Elective(s): 1-2 course(s)	3-6	Major Elective(s): 2 courses	6	
	2 nd term Major Required: 0-2 courses from MGNT2512, 4010 (if not taken) Major Elective(s): 1-2 course(s)	0-4	2 nd term Major Required: (COMM2110 or 2120 or 2100 or 2300), COMM2160 and 3200 Major Elective(s):	9
		3-6		

Fifth Year of Attendance		1 st term	
		Major Required: (COMM2170 or 2180 or 2240 or 2320), COMM2530 and 3600	9
		Major Elective(s): 2 courses	6
		2 nd term	
		Major Required: (COMM3140 or 3610 or 3400 or 3310), COMM4150	6
		Major Elective(s): 4 courses	12
Total (including Faculty Package):	56-60	Total (including Faculty Package):	72