

Integrated BBA Programme
Applicable to students admitted in 2021-22

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, 4160
- (h) Big Data and Quantitative Marketing
 - (i) MKTG3010, 3060, 4080, 4090; and
 - (ii) two courses selected from: MKTG3020, 4030, 4050, 4120, 4150, 4160, 4170, 4180, 4190
- (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, 1002, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOCI1001, 1201, SOSOC1001, 1002, 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 more than one requirement can only be counted towards fulfillment of one requirement):	
(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, 3660, 3670, 3680, 3681, 3682, 3740, 3750, 5631, 5632, 5650, 5690	
(iii) Creative and New Media COMM2590, 2710, 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, 2590, 2920, 2930, 2932, 3131, 3132, 3191, 3193, 3700, 4040, 4191, 5110, 5111, 5775, 5944, 6210, 6420	
Total:	72

Explanatory Notes:

- 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 0-3	1 st term Faculty Package: COMM1120 Major Required: Major Elective(s):	3
	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 0-3	2 nd term Faculty Package: 1 course Major Required: Major Elective(s):	3
	1 st term		1 st term	

Third Year of Attendance	Major Required: ACCT2151 or 3151, FINA2010 (if not taken) and 0-2 courses from DSME2030, MGNT2611 Major Elective(s): 1 course	2-11 3	Faculty Package: 1 course Major Required: Major Elective(s): 1 course	3 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	3-11 3	2 nd term Major Required: Major Elective(s): 2 courses	 6
	1 st term Major Required: 0-2 courses from MGNT2512, 4010 Major Elective(s): 1-2 course(s)	0-4 3-6	1 st term Major Required: (COMM1170 or 1180 or 1190), and COMM1150 Major Elective(s): 2 courses	6 6
Fourth Year of Attendance	2 nd term Major Required: 0-2 courses from MGNT2512, 4010 (if not taken) Major Elective(s): 1-2 course(s)	0-4 3-6	2 nd term Major Required: (COMM2110 or 2120 or 2100 or 2300), COMM2160 and 3200 Major Elective(s):	9 12
	Fifth Year of Attendance		1 st term Major Required: (COMM2170 or 2180 or 2240 or 2320), COMM2530 and 3600 Major Elective(s): 2 courses	9 6
			2 nd term Major Required: (COMM3140 or 3610 or 3400 or 3310), COMM4150 Major Elective(s): 4 courses	6 12
Total (including Faculty Package):		56-60	Total (including Faculty Package):	72

Course List		
Integrated BBA Programme		
<i>Course Code</i>	<i>Course Title</i>	<i>Unit(s)</i>
ACCT2111	Introductory Financial Accounting	3
ACCT2121	Introductory Management Accounting	3
ACCT2151	Legal Environment for Business	2
ACCT3151	Business Law	3
DSME1030	Economics for Business Studies I	3
DSME1035	Fundamentals of Business Economics	3

DSME1040	Economics for Business Studies II	3
DSME2011	Statistical Analysis for Business Decisions	4
DSME2021	Applied Econometrics for Business Decisions	3
DSME2030	Operations Management	3
DSME2040	Business Analytics	3
DSME2051	Business Information Systems	3
DSME3000	Current Topics in Business Economics	3
DSME3011	Behavioral Economics and Business Decisions	3
DSME3030	Business Forecasting	3
DSME3050	Global Economics	3
DSME3080	Macroeconomics for Managers	3
DSME3090	Game Theory for Business Strategy	3
DSME4020	Decision Modeling and Analytics	3
DSME4030	Web Analytics	3
DSME4040	Managerial Economics in the Information Age	3
DSME4070	Business Data and Database Management	3
DSME4080	Guided Research in Business Economics	3
DSME4110	Economics Analytics	3
DSME4140	Data Communications and Networking	3
DSME4220	Data Mining for Business Intelligence	3
DSME4240	Supply Chain and Logistics Analytics	3
DSME4260	Business Processes Analytics	3
DSME4280	Network and Security	3
FINA2010	Financial Management	3
FINA2020	Introduction to Empirical Methods in Finance	3
FINA2210	Interest Theory and Finance	3
FINA2220	Quantitative Methods for Actuarial Analysis I	3
FINA2230	Quantitative Methods for Actuarial Analysis II	3
FINA3010	Financial Markets	3
FINA3020	International Finance	3
FINA3030	Management of Financial Institutions	3
FINA3040	Central Banking and Regulation of Financial Institutions	3
FINA3060	Real Estate Finance and Investment	3
FINA3070	Corporate Finance: Theory and Practice	3
FINA3080	Investment Analysis and Portfolio Management	3
FINA3210	Risk Management and Insurance	3
FINA3220	Life Contingencies I	3
FINA3230	Life and Health Insurance	3
FINA3240	Corporate Property and Liability Insurance	3
FINA3250	Derivatives for Actuaries I	3
FINA3310	Introduction to Investment Banking	1
FINA3320	Introduction to Credit Rating	1
FINA3330	Introduction to Alternative Investment	1
FINA3340	Trading Strategies: Behavioral and Technical Analysis	1
FINA3350	Foreign Exchange Market Practices	1
FINA3360	Derivative Warrants, Proprietary and Arbitrage Trading Concepts	1
FINA3420	Credit Rating in Global Economy	3
FINA4010	Security Analysis	3

FINA4020	Fund Management and Asset Allocation	3
FINA4030	Selected Topics in Finance	3
FINA4040	Cases in Corporate Finance	3
FINA4050	Mergers and Acquisitions	3
FINA4060	China Finance	3
FINA4110	Options and Futures	3
FINA4120	Fixed Income Securities Analysis	3
FINA4130	Empirical Finance	3
FINA4140	Computational Finance	3
FINA4150	Quantitative Methods for Financial Derivatives	3
FINA4160	Intermediate Financial Theory	3
FINA4190	Research Project in Quantitative Finance	3
FINA4210	Life Contingencies II	3
FINA4220	Non-life Actuarial Models	3
FINA4250	Applications of Risk Models	3
FINA4270	Research Project in Insurance, Financial and Actuarial Analysis	3
FINA4280	Derivatives for Actuaries II	3
FINA4310	China Banking and Financial System	1
FINA4320	China Equity Securities Market	1
FINA4330	China Derivative Securities Market	1
FINA4340	Structured Products: Fundamentals and Analysis	1
FINA4350	Bond Markets: Analysis and Strategies	1
FINA4370	Derivatives Trading: Analysis and Strategies	3
FINA4380	Algorithmic Trading Strategies, Arbitrage and HFT	3
FINA4390	Banking and Finance Practicum	3
IBBA3020	Corporate Social Responsibilities: Distinguished Speaker Series	1
IBBA3040	Business Lecture Series	1
MGNT1010	Introduction to Business	3
MGNT1020	Management	3
MGNT1070	The Founder's Journey: Entrepreneurial Mindset and Design Thinking	3
MGNT2040	Managing Human Capital	3
MGNT2070	NUvention: New Venture Creation	3
MGNT2511	Global Experiential Learning I	1
MGNT2512	Global Experiential Learning II	1
MGNT2611	Business Sustainability	2
MGNT3010	Organizational Behaviour	3
MGNT3040	Human Resource Planning and Staffing	3
MGNT3060	Human Capital Training and Development	3
MGNT3070	Opportunities' Catching: Strategic Insights and Analytics	3
MGNT3080	Analytics for Management	3
MGNT3090	Human Capital Analytics	3
MGNT3580	Global Enterprise Management	3
MGNT4010	Strategic Management	3
MGNT4050	Talent Performance Management Systems and Strategies	3
MGNT4060	Managing Employment Relations	3
MGNT4070	Social Innovation and Entrepreneurship	3
MGNT4080	Leadership Development	3

MGNT4090	Technology and Innovation Management	3
MGNT4110	Selected Topics in Management	3
MGNT4130	Management Consulting and Change Management	3
MGNT4140	Global Strategic Human Resource Management	3
MGNT4150	Global Strategy	3
MGNT4170	Entrepreneurship Launchpad	3
MGNT4270	Special Topics in Entrepreneurship	3
MGNT4510	China Business	3
MGNT4520	Global Chinese Business Network	3
MGNT4530	Japanese Business	3
MGNT4540	Asian Business	3
MGNT4550	European Business	3
MGNT4570	Global Entrepreneurship	3
MGNT4600	Selected Topics in International Business	3
MGNT4620	Analysis of Management Topics	3
MKTG2010	Marketing Management	3
MKTG3010	Marketing Research	3
MKTG3020	Consumer Behaviour	3
MKTG3030	Integrated Marketing Communication	3
MKTG3040	Salesmanship and Sales Management	3
MKTG3050	Global Marketing Management	3
MKTG3060	Big Data Strategy in Marketing	3
MKTG4010	Organizational Marketing	3
MKTG4020	Retail and Channel Management	3
MKTG4030	Service Marketing	3
MKTG4040	Strategic Marketing	3
MKTG4050	Seminar in Marketing	3
MKTG4070	Marketing in China	3
MKTG4080	Digital Marketing	3
MKTG4090	Marketing Analytics	3
MKTG4100	Chinese Wisdom and Marketing	3
MKTG4110	Strategic Brand Management	3
MKTG4120	Marketing Engineering	3
MKTG4130	Marketing Science	3
MKTG4150	New Product Management	3
MKTG4160	Pricing	3
MKTG4170	Customer Relationship Management	3
MKTG4180	Social Media Analytics	3
MKTG4190	Machine Learning Practices in Marketing	3
Asian Business Studies Stream		
ACCT2111	Introductory Financial Accounting	3
ACCT2121	Introductory Management Accounting	3
ACCT2151	Legal Environment for Business	2
ACCT3151	Business Law	3
DSME1030	Economics for Business Studies I	3
DSME1040	Economics for Business Studies II	3

DSME2011	Statistical Analysis for Business Decisions	4
DSME2030	Operations Management	3
DSME2051	Business Information Systems	3
FINA2010	Financial Management	3
FINA3020	International Finance	3
IBBA3040	Business Lecture Series	1
MGNT1020	Management	3
MGNT2511	Global Experiential Learning I	1
MGNT2512	Global Experiential Learning II	1
MGNT2611	Business Sustainability	2
MGNT4010	Strategic Management	3
MGNT4540	Asian Business	3
MKTG2010	Marketing Management	3
MKTG3010	Marketing Research	3
Global Business Studies Stream		
ACCT2111	Introductory Financial Accounting	3
ACCT2121	Introductory Management Accounting	3
ACCT2151	Legal Environment for Business	2
ACCT3151	Business Law	3
DSME1030	Economics for Business Studies I	3
DSME1040	Economics for Business Studies II	3
DSME2011	Statistical Analysis for Business Decisions	4
DSME2030	Operations Management	3
DSME2051	Business Information Systems	3
FINA2010	Financial Management	3
IBBA3040	Business Lecture Series	1
IBBA4010	Issues in Asian Business	3
MGNT1020	Management	3
MGNT2511	Global Experiential Learning I	1
MGNT2512	Global Experiential Learning II	1
MGNT2611	Business Sustainability	2
MGNT4010	Strategic Management	3
MGNT4510	China Business	3
MKTG2010	Marketing Management	3
MKTG3010	Marketing Research	3
MKTG4070	Marketing in China	3
International Business and Chinese Enterprise Stream		
ACCT2111	Introductory Financial Accounting	3
ACCT2121	Introductory Management Accounting	3
ACCT2151	Legal Environment for Business	2
ACCT3151	Business Law	3
DSME1030	Economics for Business Studies I	3
DSME1040	Economics for Business Studies II	3
DSME2011	Statistical Analysis for Business Decisions	4
DSME2030	Operations Management	3

DSME2051	Business Information Systems	3
ECON3250	Chinese Economy: Heritage and Change	3
ECON3310	Economy of China	3
FINA2010	Financial Management	3
FINA4060	China Finance	3
IBBA3040	Business Lecture Series	1
MGNT1020	Management	3
MGNT2511	Global Experiential Learning I	1
MGNT2512	Global Experiential Learning II	1
MGNT2611	Business Sustainability	2
MGNT4010	Strategic Management	3
MGNT4120	Management of Chinese Firms	3
MGNT4510	China Business	3
MGNT4520	Global Chinese Business Network	3
MGNT4540	Asian Business	3
MKTG2010	Marketing Management	3
MKTG3010	Marketing Research	3
MKTG4070	Marketing in China	3