HONG KONG METROPOLITAN UNIVERSITY
(Formerly The Open University of Hong Kong)

Programme Requirements for Bachelor of Business Administration with Honours in Business Intelligence and Analytics (BBAHBIAJ)

To be eligible for the award of the **Bachelor of Business Administration with Honours in Business Intelligence and Analytics,** a student shall obtain the required number of credits specified below for the Year of entry, in courses prescribed and detailed on the programme tables.

For students admitted **in the 2018/19 academic year or thereafter**, please refer to Page 1 to 4.

For students admitted **before the 2018/19 academic year**, please refer to Page 5 to 7.

For students admitted in the 2018/19 academic year or thereafter

Year 1 Entry

A student admitted to the programme through Year 1 Entry needs to complete a total of 160 credits of which no more than 40 credits should be taken at Foundation Level. A student is required to complete:

1. 70 credits of core courses from Tables 1, 2, 3 and 4;
2. 15 credits of prescribed courses in Table 5;
3. 50 credits of prescribed concentration courses in Table 6;
4. 5 credits of a business elective course from Table 7;
5. 20 credits of purpose-designed General Education courses[#]; and
6. All four courses under the Global Immersion Programme in Table 8 (applicable for full-time students only).

   # Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website (www.hkmu.edu.hk/FT_GE).

Year 2 Entry

A student admitted to the programme through Year 2 Entry needs to complete a total of 120 credits of which no more than 20 credits should be taken at Foundation Level. A student is required to complete:

1. 40 credits of core courses in Tables 2, 3 and 4;
2. 15 credits of prescribed courses in Table 5;
3. 50 credits of prescribed concentration courses in Table 6;
4. 5 credits of a business elective course from Table 7;
5. 10 credits of purpose-designed General Education courses[#]; and
6. BUS B082F, BUS B083F and BUS B084F in Table 8 (applicable for full-time students only).

   # Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website (www.hkmu.edu.hk/FT_GE).

Year 3 Entry

A student admitted to the programme through Year 3 Entry needs to complete a total of 80 credits. A student is required to complete:

1. 10 credits of core courses in Tables 3 and 4;
2. 15 credits of prescribed courses in Table 5;
3. 50 credits of prescribed concentration courses in Table 6;
4. 5 credits of a business elective course from Table 7; and
5. BUS B083F and BUS B084F in Table 8 (applicable for full-time students only).

Table 1: Core Course (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B200F	Integrated Business Foundation	30	Middle	b

Table 2: Core Course (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B220F	Integrated Business Functions	30	Middle	b

Table 3: Core Course (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
FIN B281F	Finance for Managers	5	Middle	b

Table 4: Core Course (Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
MGT B399F	Management Policy and Strategy	5	Higher	a or b

Table 5: Prescribed Courses (Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B328F	Investigating Entrepreneurial Opportunities	10	Higher	a or b
BUS B368F	Business Issues and Ethics	5	Higher	a or b

Table 6:   Prescribed Concentration Courses (Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BIA B350F	Applied Multivariate Analysis for Business	5	Higher	a or b
BIA B351F	Business Programming	5	Higher	a or b
BIA B353F	Database Management	5	Higher	a or b
BIA B358F	Electronic Business Management	5	Higher	a or b
BIA B450F	Data Warehousing and Big Data Platform	5	Higher	a or b
BIA B451F	Decision Support and Simulation Systems	5	Higher	a or b
BIA B452F	Business Intelligence and Big Data Analytics	5	Higher	a or b
BIA B453F	Social Media and Mobile Business Applications	5	Higher	a or b
FIN B373F	Applied Econometrics and Financial Forecasting	5	Higher	a or b
MKT B362F	Marketing Research	5	Higher	a or b

Table 7:   Business Elective Courses (Middle and Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
ACT B313F	Management and Cost Accounting	5	Higher	a or b
BUS B299F	Business Field Studies	5	Middle	b
FIN B386F	Financial Decision Making	5	Higher	a or b
MKT B363F	Consumer Behaviour	5	Higher	a or b
MKT B377F	Brand Management	5	Higher	a or b

Table 8: Global Immersion Programme

Course Code	Course Title
BUS B081F	Global Immersion Programme (Undergraduate Year 1)
BUS B082F	Global Immersion Programme (Undergraduate Year 2)
BUS B083F[1]	Global Immersion Programme (Undergraduate Year 3(H))
BUS B084F	Global Immersion Programme (Undergraduate Year 4)

Note:

1.   *Students who have completed BUS B086F would be deemed to have completed the requirements for BUS B083F, and vice versa.*

Honours Classification

For the calculation of honours classification of the **Bachelor of Business Administration with Honours in Business Intelligence and Analytics** programme, the best 80 credits in Higher or Middle Level courses will be counted.   Among the 80 credits, 40 credits shall be from Group (a)   courses and another 40 credits from Group (b) courses.

Group (a) courses shall consist of the best 40 credits from Higher Level courses listed in Tables 4, 5, 6 and 7.

Group (b) courses shall consist of the best 40 credits from courses at Higher or Middle Level listed in Tables 1, 2, 3, 4, 5, 6 and 7 , where such credits are not taken into account in Group (a) courses.   Further, Group (a) courses shall be weighted the same as Group (b) courses.

For students admitted before the 2018/19 academic year

Year 1 Entry

A student admitted to the programme through Year 1 Entry needs to complete a total of 160 credits and of which no more than 40 credits should be taken at Foundation Level. A student is required to complete:

1. 70 credits of core courses in Tables 9, 10 and 11;
2. 15 credits of prescribed courses in Table 12;
3. 50 credits of prescribed concentration courses in Table 13;
4. 5 credits of a business elective course from Table 14; and
5. 20 credits of purpose-designed General Education courses[#].

    # Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website (www.hkmu.edu.hk/FT_GE).

Year 2 Entry

A student admitted to the programme through Year 2 Entry needs to complete a total of 120 credits and of which no more than 20 credits should be taken at Foundation Level. A student is required to complete:

1. 35 credits of core courses in Tables 9 and 10;
2. 5 credits of a core course in Table 11;
3. 15 credits of prescribed courses in Table 12;
4. 50 credits of prescribed concentration courses in Table 13;
5. 5 credits of a business elective course from Table 14; and
6. 10 credits of purpose-designed General Education courses[#].

    # Note: Please refer to the updated list of purpose-designed General Education courses posted on the University website (www.hkmu.edu.hk/FT_GE).

Year 3 Entry

A student admitted to the programme through Year 3 Entry needs to complete a total of 80 credits. A student is required to complete:

1. 5 credits of a core course in Table 10;
2. 5 credits of a core course in Table 11;
3. 15 credits of prescribed courses in Table 12;
4. 50 credits of prescribed concentration courses in Table 13; and
5. 5 credits of a business elective course from Table 14.

Table 9: Core Courses (Foundation Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BIS B123F	Business Computing Applications	5	Foundation	-
BUS B103F	English and Communications for Business I	5	Foundation	-
BUS B104F	English and Communications for Business II	5	Foundation	-
BUS B171F	Business Statistics	5	Foundation	-

Table 10: Core Courses (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
ACT B211F	Introduction to Accounting I	5	Middle	b
ACT B212F	Introduction to Accounting II	5	Middle	b
BUS B272F	Quantitative Methods for Decision Making	5	Middle	b
ECON A231F	Introduction to Microeconomics	5	Middle	b
ECON A232F	Introduction to Macroeconomics	5	Middle	b
FIN B280F[2]	Introduction to Financial Management	5	Middle	b
FIN B281F[2]	Finance for Managers	5	Middle	b
LAW B262F	Business Law I	5	Middle	b
MGT B240F	Principles and Practices of Management	5	Middle	b
MKT B250F	Introduction to Marketing	5	Middle	b

Table 11: Core Course (Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
MGT B399F	Management Policy and Strategy	5	Higher	a or b

Table 12: Prescribed Courses (Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B328F	Investigating Entrepreneurial Opportunities	10	Higher	a or b
BUS B368F	Business Issues and Ethics	5	Higher	a or b

Table 13: Prescribed Concentration Courses (Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BIA B350F	Applied Multivariate Analysis for Business	5	Higher	a or b
BIA B351F	Business Programming	5	Higher	a or b
BIA B353F	Database Management	5	Higher	a or b
BIA B358F	Electronic Business Management	5	Higher	a or b
BIA B450F	Data Warehousing and Big Data Platform	5	Higher	a or b
BIA B451F	Decision Support and Simulation	5	Higher	a or b
BIA B452F	Business Intelligence and Big Data	5	Higher	a or b
BIA B453F	Social Media and Mobile Business Applications	5	Higher	a or b
FIN B373F	Applied Econometrics and Financial Forecasting	5	Higher	a or b
MKT B362F	Marketing Research	5	Higher	a or b

Table 14: Business Elective Courses (Middle and Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
ACT B313F	Management and Cost Accounting	5	Higher	a or b
BUS B299F	Business Field Studies	5	Middle	b
FIN B386F	Financial Decision Making	5	Higher	a or b
MKT B363F	Consumer Behaviour	5	Higher	a or b
MKT B377F	Brand Management	5	Higher	a or b

Note:

2. *FIN B280F and FIN B281F form an excluded combination. Only one of the courses in the excluded combination can count towards a single award.*

Honours Classification

For the calculation of honours classification of the **Bachelor of Business Administration with Honours in Business Intelligence and Analytics** programme, the best 80 credits in Higher or Middle Level courses will be counted. Among the 80 credits, 40 credits shall be from Group (a) courses and another 40 credits from Group (b) courses.

Group (a) courses shall consist of the best 40 credits from Higher Level courses listed in Tables 11, 12, 13 and 14.

Group (b) courses shall consist of the best 40 credits from courses at Higher or Middle Level listed in Tables 10, 11, 12, 13 and 14, where such credits are not taken into account in Group (a) courses. Further, Group (a) courses shall be weighted the same as Group (b) courses.