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

Programme Requirements for Bachelor of Business Administration with Honours in Digital Business (BBAHDBJ)

To be eligible for the award of the **Bachelor of Business Administration with Honours in Digital Business**, 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 via Year 1 entry in or after 2021/22, via Year 2 entry in or after 2022/23 and via Year 3 entry in or after 2023/24, they <u>must complete the four University Core Values Modules, namely Core Value I (Integrity), Core Value II (Fairness), Core Value III (Perseverance), and Core Value IV (Innovation) for graduation</u>.

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 1, 2 and 3;
2. 15 credits of prescribed courses in Table 4;
3. 65 credits of concentration courses in Table 5;
4. 10 credits of purpose-designed General Education courses [#]; and
5. All four courses under the Global Immersion Programme in Table 6 (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 and 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 and 3;
2. 15 credits of prescribed courses in Table 4;
3. 65 credits of concentration courses in Table 5; and
4. BUS B082F, BUS B083F and BUS B084F in Table 6 (applicable for full-time students only).

Year 3 Entry

A student admitted to the programme through Year 3 Entry needs to complete a total of 85 credits.   A student is required to complete:

1.   5 credits of a core course in Table 3;
2.   15 credits of prescribed courses in Table 4;
3.   65 credits of concentration courses in Table 5; and
4.   BUS B083F and BUS B084F in Table 6 (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 Courses (Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B220F	Integrated Business Functions	30	Middle	b
FIN B281F	Finance for Managers	5	Middle	b

Table 3: Core Course (Higher Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
MGT B398F[1]	Management Policy and Strategy	5	Higher	a or b

Table 4: 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 5: Concentration Courses (Higher and Middle Level)

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
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

Course Code	Course Title	Credits	Course Level	Course Group for Honours Classification
BUS B398F	Work-based Learning Project	20	Higher	a or b
DB B247F	Digital Economy and Future of Work	5	Middle	b
DB B327F	Digital Transformation	5	Higher	a or b
DB B347F	Digital Marketing	5	Higher	a or b
DB B374F	Consumer Lifestyle and User Experiences	5	Higher	a or b
DB B474F	Supply Chain and e-Logistics Management	5	Higher	a or b
FINT B338F	E-payment Systems, Cryptocurrencies and Cyber Security	5	Higher	a or b
SPM B356F	eSports Ecosystem	5	Higher	a or b

Table 6: 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[2]	Global Immersion Programme (Undergraduate Year 3(H))
BUS B084F	Global Immersion Programme (Undergraduate Year 4)

Note:

1. *Effective from 2022 Spring Term, students are required to take MGT B398F instead of MGT B399F. Students should note that MGT B398F CANNOT be used to claim exemption from any professional accounting/corporate governance examination papers. School's prior approval is required if students would like to enroll to MGT B399F instead of MGT B398F to fulfill the programme requirement. Students who have previously completed BUS B399F are deemed to have completed the requirements for MGT B398F.*

2. *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 Digital Business** 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 3, 4 and 5.

Group (b) courses shall consist of the best 40 credits from courses at Higher or Middle Level listed in the above tables except Table 6, 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.

Last update: June 2022