Programme Requirements for
Bachelor of Business Administration with Honours in
Business Management

This 3-credit-unit system programme requirements document is applicable to the following student cohorts:

Year of Entry	Admission cohort
Year 1	2023/24 and thereafter
Year 2	2024/25 and thereafter
Year 3	2025/26 and thereafter

1. Programme Requirement – Year 1 Entry

1.1 To be eligible for the award of the degree of Bachelor of Business Administration with Honours in Business Management through Year 1 Entry, a student shall:

1.1.1 obtain 120 credit-units as prescribed below, of which no more than 30 credit-units shall be at 1000-level, at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

1.1.1.1 63 credit-units of core courses applicable to Year 1 entry as listed in Table 1;

1.1.1.2 18 credit-units of business management concentration core courses from Table 2;

1.1.1.3 9 credit-units* of business management concentration elective courses from Table 3;

1.1.1.4 15 credit-units* of business elective courses from Table 4;

Of the 24 credit-units gained from 1.1.1.3 and 1.1.1.4, students must complete at least 9 credit-units from courses at 3000-level and a minimum of 3 credit-units from courses at 4000-level.

1.1.1.5 9 credit-units of University Core courses from Table 5;

1.1.1.6 6 credit-units of General Education (GE) courses (see *www.hkmu.edu.hk/FT_GE* for the updated list of GE courses);

1.1.1.7 All four Global Immersion Programme courses in Table 6;

and

1.1.2 attain the CGPA for graduation as prescribed in the Regulations for the award of undergraduate degrees.

2. Programme Requirement – Year 2 Entry

2.1 To be eligible for the award of the degree of Bachelor of Business Administration with Honours in Business Management through Year 2 Entry, a student shall:

2.1.1 obtain 90 credit-units as prescribed below, of which at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

2.1.1.1 39 credit-units of core courses applicable to Year 2 entry as listed in Table 1;

2.1.1.2 18 credit-units of business management concentration core courses from Table 2;

2.1.1.3 9 credit-units* of business management concentration elective courses from Table 3;

2.1.1.4 15 credit-units* of business elective courses from Table 4;

2.1.1.5 *Of the 24 credit-units gained from 2.1.1.3 and 2.1.1.4, students must complete at least 9 credit-units from courses at 3000-level and a minimum of 3 credit-units from courses at 4000-level.

2.1.1.6 9 credit-units of University Core courses from Table 5;

2.1.1.7 GIP 200BEF, GIP 300BEF and GIP 400BEF of the Global Immersion Programme in Table 6;

and

2.1.2 attain the CGPA for graduation as prescribed in the Regulations for the award of undergraduate degrees.

3. Programme Requirement – Year 3 Entry

3.1 To be eligible for the award of the degree of Bachelor of Business Administration with Honours in Business Management through Year 3 Entry, a student shall:

3.1.1 obtain 63 credit-units as prescribed below, of which at least 24 credit-units shall be at 3000-level and at least 24 credit-units shall be at 4000-level:

3.1.1.1 15 credit-units of core courses applicable to Year 3 entry as listed in Table 1;

3.1.1.2 18 credit-units of business management concentration core courses from Table 2;

3.1.1.3 9 credit-units* of business management concentration elective courses from Table 3;

3.1.1.4 12 credit-units* of business elective courses from Table 4;

3.1.1.5 *Of the 21 credit-units gained from 3.1.1.3 and 3.1.1.4, students must complete a minimum of 9 credit-units from courses at 3000-level and a minimum of 3 credit-units from courses at 4000-level.

3.1.1.6 9 credit-units of University Core courses from Table 5;

3.1.1.7 GIP 300BEF and GIP 400BEF of the Global Immersion Programme courses in Table 6;

and

3.1.2 attain the CGPA for graduation as prescribed in the Regulations for the award of undergraduate degrees.

Table 1: Core Courses

Course Code	Course Title	Credit-units	Year Entry		
			1	2	3
BUS 2000BEF	Integrated Business Foundation	24	✓		
BUS 2020BEF	Integrated Business Functions	24	✓	✓	
BUS 3068BEF	Business Issues and Ethics	3	✓	✓	✓
BUS 4028BEF	Investigating Entrepreneurial Opportunities	6	✓	✓	✓
BUS 4088BEF	Business Sustainability: Theory and Practice	3	✓	✓	✓
MGT 4098BEF	Business Strategy	3	✓	✓	✓

Table 2: Business Management Concentration Core Courses

Course Code	Course Title	Credit-units
IB 3091BEF	International Business Environment	3
MGT 3044BEF	Theory and Design of Organisations	3
MGT 3045BEF	Organisational Behaviour	3
MGT 4044BEF	Negotiation and Conflict Management	3
MGT 4056BEF	Innovation Management	3
SCM 4071BEF	Integrated Supply Chain Management	3

Table 3: Business Management Concentration Elective Courses

Course Code	Course Title	Credit-units
BUS 3098BEF	Business Internship	6
DB 4027BEF	Digital Transformation	3
FINT 4052BEF	Business Applications of Artificial Intelligence and Big Data	3
IB 4097BEF	Global Issues in Management	3
MGT 3042BEF	Training and Development	3
MGT 4041BEF	Strategic Human Resource Management	3
SCM 3072BEF	Operations Management	3

Table 4: Business Elective Courses

Course Code	Course Title	Credit-units
ACT 3011BEF	Financial Accounting	3
DB 3047BEF	Digital Marketing	3
FINT 2030BEF	Introduction to FinTech	3
FINT 3038BEF	E-payment Systems, Cryptocurrencies and Cyber Security	3
IB 3092BEF	Managing International Business	3
IB 4061BEF	International Marketing	3
IB 4096BEF	Asia Pacific Issues in Management	3
MGT 4042BEF	Contemporary Issues in Human Resource Management	3
MGT 4043BEF	Strategic Employee Resourcing and Development	3
MKT 3063BEF	Consumer Behaviour	3
MKT 3066BEF	Marketing Communications	3
MKT 4062BEF	Strategic Marketing	3
MKT 4063BEF	e-Retailing	3
MKT 4077BEF	Brand Management	3
SCM 3071BEF	Logistics Management	3
SPM 3015BEF	Facility Programming and Recreational Context	3
SPM 3056BEF	eSports Ecosystem	3
SPM 3057BEF	eSports Business Planning	3
SPM 4036BEF	Sports Coaching and Leadership	3

Table 5: University Core Courses

Course Code	Course Title	Credit-units
UNI 1002ABW	University Core Values	2
UNI 1012ABW	Social Responsibilities	1
UNI 2002BEW	Effective Communication and Teamwork	3
UNI 3002BEW	Entrepreneurial Mindset and Leadership for Sustainability	3

Table 6: Global Immersion Programme Courses

Course Code	Course Title	Credit-units	Year Entry		
			1	2	3
GIP 100BEF	Global Immersion Programme (Undergraduate Year 1)	-	✓		
GIP 200BEF	Global Immersion Programme (Undergraduate Year 2)	-	✓	✓	
GIP 300BEF	Global Immersion Programme (Undergraduate Year 3)	-	✓	✓	✓
GIP 400BEF	Global Immersion Programme (Undergraduate Year 4)	-	✓	✓	✓

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