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: DOTE1030, 1040, MGNT1020	9
2.	Required Courses: ACCT2111, 2121, 2151 or 3151[a], DOTE2011, 2030, 2051, FINA2010, IBBA3040, MGNT2511, 2512, 2611, 4010 (capstone course), 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) DOTE2021, 4110;
- (ii) two courses selected from: DOTE3000, 3011, 3030, 3050, 3080, 3090, 4040, 4080; and
- (iii) one DOTE course at 3000 or above level, excluding the courses taken for fulfillment of requirement (i) or (ii)

(b) Business Analytics

- (i) DOTE2021, 2040, 4020;
- (ii) one course selected from: DOTE3010, 4070, 4240, 4260; and
- (iii) one course selected from: DOTE3030, 4030, 4110, 4220, 4280, MKTG4120

(c) Finance

(i) DOTE2021 or FINA2020; and

(ii) 15 units selected from: DOTE3010, FINA courses at 3000 or above level (with no more than three 1-unit FINA courses)

(d) Entrepreneurship

(i) MGNT1070, 2070; and

(ii) four courses selected from: DOTE3010, MGNT3080, 4070, 4090, 4130, 4160, 4170, 4270, 4570, 4711, 4712, 4713

(e) Management of International Business

(i) MGNT3580, 4150; and

(ii) four courses selected from: DOTE3010, MGNT3010, 3080, 3100, 4080, 4090, 4110, 4130, 4140, 4510, 4530, 4540, 4550, 4570

(f) Human Resource Management

(i) MGNT2040, 3010; and

(ii) four courses selected from: DOTE3010, MGNT3040, 3060, 3090, 3100, 4050, 4060, 4080, 4110, 4130, 4140

(g) Marketing

(i) MKTG3010, 3020, 3030, 4040; and

(ii) two courses selected from: DOTE3010, MKTG3040, 3050, 4010, 4020, 4030, 4050, 4070, 4080, 4090, 4110, 4160, 4200

(h) Big Data and Quantitative Marketing

(i) MKTG3010, 3060, 4080, 4090; and

(ii) two courses selected from: DOTE3010, MKTG3020, 4030, 4050, 4120, 4150, 4160, 4170, 4180, 4190, 4200

(i) General Business

(i) 3 units of DOTE/FINA/MGNT/MKTG courses at 2000 or above level; and

(ii) 12 units of DOTE/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/DOTE/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. DOTE2021 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, the student may declare minor in JLM in accordance with prevailing procedures.

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, 1003, DSPS1001, 1003, 1004, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOCI1001, 1201, SOSC1001, 1002, 1003, SOWK1001, 1113, 1114, URSP1001	9
2.	Required Courses[a]:	
(a)	COMM1150, 2160, 2510, 3200, 3510, 3600 or 3710, 4150 (capstone course)	21
(b)	Either Chinese Journalism COMM2110, 2170, 2600 and 3140; or English Journalism COMM2120, 2180, 2601 and 3610; or Integrated Strategic Communication COMM2100, 2240, 2850 and 3400; or Creative Media Laboratory COMM2300, 2320, 2922 and 3310	12
3.	Elective Courses [a] (Courses that appear in more than one requirement can only be counted towards fulfillment of one requirement):	

	At least 30 units from the following areas:	30
(i)	Advertising and Public Relations COMM2811, 2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3888, 4848	
(ii)	Journalism COMM2210, 2440, 2600, 2601, 2610, 2620, 2740, 2741, 2910, 3620, 3630, 3640, 3650, 3660, 3680, 3681, 3682, 3740, 3750, 3760	
(iii)	Creative and New Media COMM2570, 2590, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3690, 3711, 3733, 3800, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 4730, 4733, 4935, 4956, 4962, CSAT2001#, 2002#, 3001#, 3002#	
(iv)	Communication Studies COMM2140, 2920, 2930, 2932, 3130, 3131, 3132, 3191, 3193, 4040, 4191	
(v)	Global Communication COMM1500, 2540, 2590, 2741, 2811, 2850, 3550, 3690, 3700, 3721, 3722, 3841, 3930, 4250	
	Total:	**72**

Explanatory Notes:

1. COMM courses at 2000 and above level as well as those labeled as # 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.

[a] The courses to be used to fulfill the requirements of 3(i) to (v) should not include courses that have been used to fulfill the requirements in 2(a) and (b).

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	1st term Faculty Package: 1-2 course(s) (DOTE1030 and MGNT1020 recommended) Major Required: Major Elective(s):	3-6	1st term Faculty Package: Major Required: Major Elective(s):	
	2nd term Faculty Package: 1-2 course(s) (DOTE1040 and MGNT1020 recommended) Major Required: 0-1 course from MGNT2511 Major Elective(s):	3-6 0-1	2nd 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	1st term Major Required: ACCT2111, DOTE2011, and 0-2 courses from IBBA3040, MKTG2010 Major Elective(s): 0-1 course	7-11 0-3	1st term Faculty Package: COMM1120 Major Required: Major Elective(s):	3
	2nd term		2nd 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	Faculty Package: 1 course Major Required: Major Elective(s):	3
Third Year of Attendance	1st term Major Required: ACCT2151 or 3151, FINA2010 (if not taken) and 0-2 courses from DOTE2030, MGNT2611 Major Elective(s): 1 course	2-11 3	1st term Faculty Package: 1 course Major Required: Major Elective(s): 1 course	3 3
	2nd term Major Required: DOTE2051, and 0-3 courses from ACCT2151 or 3151, DOTE2030, MGNT2611 (if not taken) Major Elective(s): 1 course	3-11 3	2nd term Major Required: Major Elective(s): 2 courses	6
Fourth Year of Attendance	1st term Major Required: 0-2 courses from MGNT2512, 4010 Major Elective(s): 1-2 course(s)	0-4 3-6	1st term Major Required: (COMM2600 or 2601 or 2850 or 2922), COMM1150 and 2510 Major Elective(s): 1 course	9 3
	2nd term Major Required: 0-2 courses from MGNT2512, 4010 (if not taken) Major Elective(s): 1-2 course(s)	0-4 3-6	2nd term Major Required: (COMM2110 or 2120 or 2100 or 2300), COMM2160 and 3510 Major Elective(s):	9
Fifth Year of Attendance			1st term Major Required: (COMM2170 or 2180 or 2240 or 2320),	9

			COMM3200 and (COMM3600 or 3710) Major Elective(s): 2 courses	 6
			2nd 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		
Course Code	*Course Title*	*Unit(s)*
ACCT2111	Introductory Financial Accounting	3
ACCT2121	Introductory Management Accounting	3
ACCT2151	Legal Environment for Business	2
ACCT3151	Business Law	3
DOTE1030	Economics for Business Studies I	3
DOTE1035	Fundamentals of Business Economics	3
DOTE1040	Economics for Business Studies II	3
DOTE2011	Statistical Analysis for Business Decisions	4
DOTE2021	Applied Econometrics for Business Decisions	3
DOTE2030	Operations Management	3
DOTE2040	Business Analytics	3
DOTE2051	Business Information Systems	3
DOTE3000	Current Topics in Business Economics	3

DOTE3010	Artificial Intelligence Empowered Business	3
DOTE3011	Behavioral Economics and Business Decisions	3
DOTE3030	Business Forecasting	3
DOTE3050	Global Economics	3
DOTE3080	Macroeconomics for Managers	3
DOTE3090	Game Theory for Business Strategy	3
DOTE4020	Decision Modeling and Analytics	3
DOTE4030	Web Analytics	3
DOTE4040	Managerial Economics in the Information Age	3
DOTE4070	Data Management and Big Data Analytics	3
DOTE4080	Guided Research in Business Economics	3
DOTE4110	Economics Analytics	3
DOTE4140	Data Communications and Networking	3
DOTE4220	Data Mining for Business Intelligence	3
DOTE4240	Supply Chain and Logistics Analytics	3
DOTE4260	Business Processes Analytics	3
DOTE4280	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
MGNT3100	Business Negotiations	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
MGNT4160	Advanced Social Entrepreneurship and Impact Investment	3
MGNT4170	Entrepreneurship Launchpad	3
MGNT4270	Special Topics in Entrepreneurship	3
MGNT4510	China Business	3
MGNT4530	Japanese Business	3
MGNT4540	Asian Business	3
MGNT4550	European Business	3
MGNT4570	Global Entrepreneurship	3
MGNT4711	Entrepreneurship Practicum Workshop	3
MGNT4712	Family Business and Wealth Management	3
MGNT4713	Entrepreneurial Financing and Startup Fund-Raising	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
MKTG4110	Strategic Brand Management	3
MKTG4120	Marketing Engineering	3
MKTG4150	New Product Management	3
MKTG4160	Pricing	3
MKTG4170	Customer Relationship Management	3
MKTG4180	Social Media Analytics	3
MKTG4190	Machine Learning and AI Practices in Marketing	3
MKTG4200	Behavioral Decision Making and Consumer Choice	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
DOTE1030	Economics for Business Studies I	3
DOTE1040	Economics for Business Studies II	3
DOTE2011	Statistical Analysis for Business Decisions	4
DOTE2030	Operations Management	3
DOTE2051	Business Information Systems	3
FINA2010	Financial Management	3
FINA3020	International Finance	3
IBBA3032	Corporate Project	2

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
DOTE1030	Economics for Business Studies I	3
DOTE1040	Economics for Business Studies II	3
DOTE2011	Statistical Analysis for Business Decisions	4
DOTE2030	Operations Management	3
DOTE2051	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
DOTE1030	Economics for Business Studies I	3
DOTE1040	Economics for Business Studies II	3
DOTE2011	Statistical Analysis for Business Decisions	4
DOTE2030	Operations Management	3
DOTE2051	Business Information Systems	3
ECON3250	Chinese Economy: Heritage and Change	3
ECON3310	Economy of China	3
ECON3320	Asia-Pacific Economies	3
ECON3350	China and the World Economy	3
ECON3370	Business Environment of China	3
ECON3380	Economy of Hong Kong	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
MGNT4510	China Business	3
MGNT4540	Asian Business	3
MKTG2010	Marketing Management	3
MKTG3010	Marketing Research	3
MKTG4070	Marketing in China	3