

FACULTY OF BUSINESS ADMINISTRATION



The Faculty of Business Administration comprises the following schools and departments:

- ❖ School of Accountancy
- ❖ School of Hotel and Tourism Management
- ❖ Department of Decision Sciences and Managerial Economics
- ❖ Department of Finance
- ❖ Department of Management
- ❖ Department of Marketing

We offer a number of major programmes: the Integrated BBA programme, the Professional Accountancy programme, the BBA programme in Hotel and Tourism Management, the BSc programme in Quantitative Finance, and the BBA programme in Insurance, Financial and Actuarial Analysis.

Since 2005-06, the Faculty has offered a Global Business Studies stream that allows students to spend one term in the US at the University of North Carolina at Chapel Hill and one term in Denmark at the Copenhagen Business School.

The Faculty of Business Administration has also launched a professional stream in collaboration with the Faculty of Law, namely the BBA-JD*, which enables students to obtain both an undergraduate degree (BBA) and a postgraduate degree (Juris Doctor) upon completion of studies.

We have also collaborated with the Faculty of Engineering to offer a new double-degree option to students.

In addition, since 2009-10, a BSc in Quantitative Finance and Risk Management Science has been jointly offered by the Faculty of Business Administration and the Faculty of Science.

Beginning in 2010-11, the Faculty is offering a new International Business and Chinese Enterprise stream that allows students to attend courses and share experiences with students from the Darla Moore School of Business at the University of South Carolina (USC) in both Hong Kong and the US.

Business administration students attend lectures and undertake case studies, research projects and guided study. As this is a field of study that typically leads to a career in an international business environment, students are also encouraged to enrich and extend their academic knowledge through a wide range of extracurricular activities. Such activities promote the development of organisational techniques and leadership and interpersonal skills. Students are also expected to keep up to date with financial news to be able to arrive at accurate and informed analyses.

* *The Juris Doctor, JD, is a legal studies programme offered by the Faculty of Law.*

INTEGRATED BBA PROGRAMME

The Integrated BBA (IBBA) programme is designed to provide students with a comprehensive, integrated and high-quality business education. A distinctive feature of the programme is that it provides students with all-round exposure to the general field of business administration and, at the same time, allows them to specialise in their particular area(s) of interest.

Students can choose from 12 areas of concentration, including Business Economics, Management Information Systems, Supply Chain and Logistics Management, General Finance, Financial Engineering, Insurance and Risk Management, Marketing, Management of International Business, General Decision Sciences and Managerial Economics, Human Resources Management, General Business and Quantitative Marketing.



Since the 2007-08 academic year, students in the IBBA programme have been offered a double-degree option. They can pursue the second degree programme offered by the Faculty of Engineering on a self-financing basis and select one of the following combinations.

- (1) BBA-BEng in Computer Engineering
- (2) BBA-BSc in Computer Science
- (3) BBA-BEng in Electronic Engineering
- (4) BBA-BEng in Information Engineering
- (5) BBA-BEng in Mechanical and Automation Engineering
- (6) BBA-BEng in Systems Engineering and Engineering Management
- (7) BBA-BEng in Biomedical Engineering

Upon completion of their studies, students are awarded a Bachelor's degree in Business Administration (BBA) and a Bachelor's degree in Engineering (BEng) (or a Bachelor's degree in Science (BSc) if they pursue the Computer Science option).

This double-degree option has been designed to provide students with maximum flexibility. It allows them to:

- (i) complete a BBA degree in their normative study period;
- (ii) complete a BBA degree with a minor offered by the Faculty of Engineering; and
- (iii) complete a BBA degree and, with one extra year of study, be awarded a BEng or BSc degree.

GLOBAL BUSINESS STUDIES

The Global Business Studies specialised stream is offered by The Chinese University of Hong Kong in collaboration with the Copenhagen Business School and the University of North Carolina at Chapel Hill. It is a first in business education and allows students from the three universities to work in teams and share classes in Denmark, Hong Kong and the US. Students in this programme also visit companies in Europe, Asia and the US. Global Business Studies is designed to produce well-educated business professionals with broad experience of other cultures, allowing them to rise to the challenge of today's dynamic globalised world economy.



PROFESSIONAL ACCOUNTANCY

Accounting has always been a highly respected profession, and the Bachelor of Business Administration (Honours) programme in Professional Accountancy (PACC) is designed

to provide students with a firm grounding in the knowledge necessary to pursue it. In addition to technical business/accounting knowledge, there is also a focus on leadership training and on analytical, interpersonal and communication skills. Professionalism, ethics and information technology are integrated throughout the curriculum. There are ample opportunities for our PACC students to join exchange, internship and scholarships programmes.

Graduates are eligible to apply for registering as students of the Qualification Programme under the Hong Kong Institute of Certified Public Accountants (HKICPA) or to take other professional examinations. PACC graduates are sought after and mainly recruited by the Big-4 accounting firms. Some graduates join companies in, for example, the banking and financial sectors. The School admits about 140 students into the PAC programme each year.

HOTEL AND TOURISM MANAGEMENT

The Hotel and Tourism Management programme is industry driven and integrates hotel and tourism management with business administration. It aims to develop talented individuals who are destined to make investment decisions and run business operations in the hotel, tourism and related service industries in Hong Kong, China and the rest of Asia. The programme places equal emphasis on theory and practice and provides comprehensive and practical service training, using the hotel and tourism industries as the context. It will be further enhanced by the completion of a new teaching hotel on the University campus. To broaden our students' global perspective, the School has arranged extensive student exchange opportunities. In the past, students have taken part in exchange programmes to leading business schools such as the Wharton School of the University of Pennsylvania and the Business School of University of Michigan. Students have also gone to leading hotel schools such as the School of Hotel Administration of Cornell University and the School of Hospitality Management at Pennsylvania State University.

INSURANCE, FINANCIAL AND ACTUARIAL ANALYSIS

The Insurance, Financial and Actuarial Analysis programme provides students with a conceptual understanding of, and the analytical skills necessary for, insurance, financial and actuarial analysis, in addition to sound knowledge of the structures, practices and business functions of the insurance industry. In response to market needs, this programme is rooted in the Hong Kong institutional environment, although students are also exposed to international issues and practice. University level insurance, financial service and actuarial education is essential for the growth of the industry and for the maintenance and promotion of professional standards. Graduates are equipped to function effectively as managers in insurance and related fields, which offer excellent career opportunities in Hong Kong. Students also specialise in the quantitative techniques of insurance and receive preparatory training for possible careers in actuarial-related disciplines.



QUANTITATIVE FINANCE

This programme has been developed in response to the market's need for professionals with high-level quantitative and analytical skills. The first year of the programme consists mainly of basic courses in business, mathematics, statistics and information technology. In their second and third years, students take advanced courses in finance, mathematics, statistics and information technology designed especially for the programme. Three practical courses, Fund Management and Asset Allocation, Banking and Finance Practicum, and Technical Analysis: Theory and Practice, are also offered to provide a bridge between the classroom and the real world of banking and finance. A guest speaker series gives students ample opportunities to discuss the latest financial issues of interest with industry experts.

Graduates of this programme are well-versed in derivatives and other investment instruments and are well-qualified to work in the general business and finance areas.

BBA-JD

The BBA-JD is jointly offered by the Faculty of Business Administration and the Faculty of Law. It is designed for students who intend to pursue careers that need both business and legal knowledge, for example as legal consultants in investment banks, or leaders in global consulting groups and leading business corporations, or even partners in multinational law firms.

The convergence of legal, business and accounting issues in today's business and corporate world places high demands on professionals that far exceed the scope of any of these individual disciplines in their traditional format. Our BBA-JD programme as its strength in empowering graduates with the intellectual tools required to understand and shape the complexities of the legal and business environments in which corporations operate. These tools will become beneficial to graduates when they ultimately choose careers in the legal profession or the business sector.



Upon completion of their first degree (the BBA), students are guaranteed places in the two-year Juris Doctor (JD) programme offered by the Faculty of Law, subject to fulfilling the Faculty's stipulated requirements. The JD programme runs on a self-financing basis, and the estimated cost for the 2010 intake is around HK\$288,000.

The Faculty of Business Administration and the Faculty of Law also offer a double-degree option in Law and Business – the LLB-BBA. This option gives law students the opportunity to earn an LLB degree and, followed by an additional year of self-funded study, a BBA degree. Details of the LLB-BBA programme can be obtained from the Faculty of Law.

QUANTITATIVE FINANCE AND RISK MANAGEMENT SCIENCE

This new interdisciplinary major programme is a joint endeavour of the Faculty of Business Administration and the Faculty of Science, and combines state-of-the-art knowledge in finance, risk management, statistics and business. As a major financial services centre, Hong Kong has steady demand for professionals in quantitative finance and risk management science. The recent subprime mortgage crisis highlights the importance of proper training and expertise in both areas. This programme will position graduates to better understand new developments in quantitative finance and risk management science and take advantage of them in developing their careers. Graduates will have mastered the wide range of tools required by today's sophisticated financial practitioners and be uniquely equipped to meet the challenges of future financial crises.

INTERNATIONAL BUSINESS AND CHINESE ENTERPRISE

The International Business and Chinese Enterprise concentration is jointly offered by The Chinese University of Hong Kong and the Darla Moore School of Business at the University of South Carolina (USC). It provides students from the two universities with an unprecedented opportunity to equip themselves to pursue careers in international business with an emphasis on business activities between China and the US. Students also complete summer internships in both the US and Hong Kong/China. Upon completion of their Bachelor's degree, they can opt to continue their studies in the Master in International Business programme offered by USC in the US.

