

**THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS**

**Programme Learning Outcomes  
BBA programs**

| <b><u>University Educational Aims</u></b>   | <b><u>Faculty Overall</u></b>   | <b><u>Program Specific: BBA</u></b>   | <b><u>Program Specific: BBA(Acc&amp;Fin)</u></b>   | <b><u>Program Specific: BBA(IGM)</u></b>  | <b><u>Program Specific: BBA(IS)</u></b>   | <b><u>Program Specific: BBA(Law)</u></b>  |
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| <p><i>Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:</i></p> <p><i>Aim 1: Pursuit of academic/professional excellence, critical intellectual enquiry and life-long learning</i></p> | <p><i>Goal 1: Acquisition and internalization of knowledge of the programme discipline</i></p> <p>On completion of the curriculum, students should be able to :</p> <ul style="list-style-type: none"> <li>• know the fundamental principles and theories of business/accounting / economics/finance</li> <li>• use analytical tools to formulate and solve business/accounting / economics/finance problems</li> </ul> | <p>PLO 1<br/>Should know the fundamental principles and theories of accounting, finance, marketing, management, human resources management and economics which meet the requirements of business and professional organization.</p> <p>PLO 2<br/>Should be able to use analytical tools to formulate and solve various business problems.</p> | <p>PLO 1<br/>Should know the fundamentals principles and theories of accounting, business and economics which meet the requirements of professional organizations.</p> <p>PLO 2<br/>Should be able to use analytical tools to formulate and solve accounting and finance problems.</p> | <p>PLO 1<br/>Should know the fundamental concepts and theories of international business and global management.</p> <p>PLO 2<br/>Should be able to use analytical tools to analyze, formulate and solve international business and global management issues and problems.</p> | <p>PLO 1<br/>Should know the fundamental concepts and theories of business and information systems.</p> <p>PLO 2<br/>Should be able to formulate and analyze business problems.</p> <p>PLO 3<br/>Should demonstrate hands-on skills in effective use in information technologies.</p> | <p>PLO 1<br/>Should know the fundamental principles and theories of business and law.</p> <p>PLO 2<br/>Should be able to formulate and analyze business and legal issues.</p> |

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| <p><i>Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:</i></p> <p><i>Aim 2:<br/>Tackling novel situations and ill-defined problems</i></p> | <p><b>Goal 2:<br/>Application and integration of knowledge</b></p> <p>On completion of the curriculum, students should be able to:</p> <ul style="list-style-type: none"> <li>distinguish between major and minor issues relating to the programme discipline</li> <li>identify, critically analyze and use relevant information</li> <li>apply relevant concepts and analytical tools, identify viable alternatives, make informed choices and recommend an implementation plan</li> </ul> | <p>PLO 3<br/>Should be able to distinguish between major and minor issues.</p> <p>PLO 4<br/>Should be able to identify and use relevant information.</p> <p>PLO 5<br/>Should be able to make trade-offs and informed decisions.</p> | <p>PLO 3<br/>Should be able to distinguish between major and minor issues.</p> <p>PLO 4<br/>Should be able to identify and use relevant information.</p> <p>PLO 5<br/>Should be able to make trade-offs and informed decisions.</p> | <p>PLO 3<br/>Should be able to distinguish between major and minor issues.</p> <p>PLO 4<br/>Should be able to identify and use relevant information.</p> <p>PLO 5<br/>Should be able to make trade-offs and informed decisions.</p> | <p>PLO 4<br/>Should be able to distinguish between major and minor business and technical issues.</p> <p>PLO 5<br/>Should be able to identify, obtain and use relevant information in highlighting trade-offs and making informed decisions.</p> <p>PLO 6<br/>Should be able to make trade-offs and informed decisions</p> <p>PLO 7<br/>Should be able to design, implement, evaluate and manage information systems in business applications.</p> | <p>PLO 3<br/>Should be able to distinguish between major and minor business and legal issues.</p> <p>PLO 4<br/>Should be able to identify, obtain, and use relevant information in highlighting trade-offs and making informed decisions.</p> <p>PLO 5<br/>Should be able to appreciate the underlying values of the law and legal system in the broad social, economic, political and cultural contexts.</p> <p>PLO 6<br/>Should be able to resolve issues and problems in business and legal contexts</p> |

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| <p><i>Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:</i></p> <p><i>Aim 3: Critical self-reflection, greater understanding of others, and upholding personal and professional ethics</i></p> <p><i>Aim 6: Leadership and advocacy for the improvement of the human condition</i></p> | <p><i>Goal 3: Inculcating professionalism and leadership</i></p> <p>On completion of the curriculum, students should be able to:</p> <ul style="list-style-type: none"> <li>• demonstrate the capacity to deal with ethical and social issues</li> <li>• function in teams effectively</li> <li>• display leadership traits</li> </ul> | <p>PLO 6<br/>Should demonstrate the capacity to deal with ethical and social issues.</p> <p>PLO 7<br/>Should adhere to and respect university regulations on academic conduct</p> <p>PLO 8<br/>Should function in teams sufficiently.</p> <p>PLO 9<br/>Should display leadership traits.</p> | <p>PLO 6<br/>Should demonstrate the capacity to deal with ethical and social issues</p> <p>PLO 7<br/>Should adhere to and respect university regulations on academic conduct.</p> <p>PLO 8<br/>Should adhere to the accounting professional codes of conduct after graduation.</p> <p>PLO 9<br/>Should function in teams sufficiently.</p> <p>PLO 10<br/>Should display leadership traits.</p> | <p>PLO 6<br/>Should demonstrate the capacity to deal with ethical and social issues</p> <p>PLO 7<br/>Should adhere to and respect university regulations on academic conduct.</p> <p>PLO 8<br/>Should function in teams sufficiently.</p> <p>PLO 9<br/>Should display leadership traits.</p> | <p>PLO 8<br/>Should demonstrate the capacity to deal with ethical and social issues</p> <p>PLO 9<br/>Should adhere to and respect university regulations on academic conduct.</p> <p>PLO 10<br/>Should function in teams sufficiently.</p> <p>PLO 11<br/>Should display leadership traits.</p> | <p>PLO 7<br/>Should be able to demonstrate the capacity to deal with ethical and social issues.</p> <p>PLO 8<br/>Should be able to adhere to and respect university regulations on academic conduct.</p> <p>PLO 9<br/>Should be able to utilize analytical abilities and rhetorical advocacy for the betterment of the human community.</p> <p>PLO 10<br/>Should function in teams effectively.</p> <p>PLO 11<br/>Should display leadership traits.</p> |

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| <p><i>Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:</i></p> <p><i>Aim 4: Intercultural communication and global citizenship</i></p> | <p><i>Goal 4: Developing global outlook</i></p> <p>On completion of the curriculum, students should be able to:</p> <ul style="list-style-type: none"> <li>demonstrate knowledge and awareness of international issues</li> <li>function in multicultural settings</li> </ul> | <p>PLO 10<br/>Should demonstrate knowledge and awareness of international issues.</p> <p>PLO 11<br/>Should be able to function in multicultural settings.</p> | <p>PLO 11<br/>Should demonstrate knowledge and awareness of international issues.</p> <p>PLO 12<br/>Should be able to function in multicultural settings.</p> | <p>PLO 10<br/>Should demonstrate knowledge and awareness of international issues.</p> <p>PLO 11<br/>Should be able to function in multicultural settings.</p> | <p>PLO 12<br/>Should demonstrate knowledge and awareness of international issues.</p> <p>PLO 13<br/>Should be able to function in multicultural settings.</p> | <p>PLO 12<br/>Should demonstrate knowledge and awareness of international issues.</p> <p>PLO 13<br/>Should be able to function in multicultural settings.</p> <p>PLO 14<br/>Should be able to appreciate the differences in law and legal systems among different political, social and cultural environments, and have a comparative understanding of the different legal systems, legal ethos and legal cultures among the various jurisdictions.</p> |

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| <p><i>Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:</i></p> <p><i>Aim 5: Communication and collaboration</i></p> | <p><i>Goal 5: Mastering communication skills</i></p> <p>On completion of the curriculum, students should be able to:</p> <ul style="list-style-type: none"> <li>• articulate and make convincing and coherent presentation</li> <li>• write and communicate effectively</li> <li>• use specific technical terminology</li> </ul> | <p>PLO 12<br/>Should be able to articulate and make convincing and coherent presentations.</p> <p>PLO 13<br/>Should be able to write effectively.</p> <p>PLO 14<br/>Should be able to use specific technical terminology.</p> | <p>PLO 13<br/>Should be able to articulate and make convincing and coherent presentations.</p> <p>PLO 14<br/>Should be able to write effectively.</p> <p>PLO 15<br/>Should be able to use specific technical terminology.</p> | <p>PLO 12<br/>Should be able to articulate and make convincing and coherent presentations.</p> <p>PLO 13<br/>Should be able to write effectively.</p> <p>PLO 14<br/>Should be able to use specific technical terminology.</p> | <p>PLO 14<br/>Should be able to articulate and make convincing and coherent presentations.</p> <p>PLO 15<br/>Should be able to write effectively.</p> <p>PLO 16<br/>Should be able to use specific technical terminology.</p> | <p>PLO 15<br/>Should be able to articulate and make convincing and coherent presentations.</p> <p>PLO 16<br/>Should be able to write effectively and present effectively legal arguments in the professional context.</p> <p>PLO 17<br/>Should be able to use specific legal terminology.</p> |

Notes:

- The Programme Learning Outcomes for BBA(Law)&LLB starting from the 2013-14 intake were approved by the Senate in June 2013.
- The programme learning outcomes of BBA(Law) also applies to students who pursue the integrated double-degree programme (BBA(Law)&LLB) but to a relatively greater extent in respect of the legal discipline.

September 2012

Updated September 2013

Updated June 2015