

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

Bachelor of Business Administration (BBA)

(Major Options offered under BBA: (i) Entrepreneurship, Design and Innovation (EDI), (ii) Human Resource Management (HRM), (iii) Information Systems (for 2019-2020 and earlier intakes) / Information Systems and Analytics (for 2020-2021 and thereafter intakes), (iv) Marketing, and (v) Wealth Management (for 2019-2020 and earlier intakes) / Finance (for 2020-2021 and thereafter intakes))

Programme Learning Outcomes

Programme Learning Outcomes (PLOs)	Faculty Goals (FGs)	University Educational Aims (UEAs)
<i>Upon successful completion of the curriculum, students should be able to:</i>		<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>
PLO1: Demonstrate a solid understanding of the fundamental principles and theories of the relevant Major discipline(s) in business administration, and apply them to analyze business problems.	FG1: Acquisition and internalization of knowledge of the programme discipline	UEA1: Pursuit of academic/professional excellence, critical intellectual inquiry and lifelong learning
PLO2: Apply the knowledge to real-life situations, and use analytical and synthetic skills to solve practical business problems.	FG2: Application and integration of knowledge	UEA2: Tackling novel situations and ill-defined problems
PLO3: Develop awareness of professional and ethical responsibilities, and demonstrate the capacity to deal with the related ethical and social issues.	FG3: Inculcating professionalism	UEA3: Critical self-reflection, greater understanding of others, and upholding personal and professional ethics
PLO4: Acquire a solid understanding of global and regional issues relating to business, and appreciate the diversities in cultures and values.	FG4: Developing global outlook	UEA4: Intercultural communication, and global citizenship
PLO5: Communicate in teams effectively, make convincing and coherent presentation both orally and in written context.	FG5: Mastering communication skills	UEA5: Communication and collaboration

Programme Learning Outcomes (PLOs)	Faculty Goals (FGs)	University Educational Aims (UEAs)
PLO6: Demonstrate awareness of current and important business issues in order to function as agents of change in organizations or society.	FG6: Cultivating leadership	UEA6: Leadership and advocacy for the improvement of the human condition

January 2020
Amended March 2021