

THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS

HKU-UBC Dual Bachelor's Degree in Business Administration and Commerce

HKU Bachelor of Business Administration (BBA)

(Major Options offered under HKU BBA: (i) Entrepreneurship, Design and Innovation (EDI), (ii) Finance, (iii) Human Resource Management (HRM), (iv) Information Systems and Analytics, and (v) Marketing)

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>
<b>PLO1:</b> 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.	<b>FG1:</b> Acquisition and internalization of knowledge of the programme discipline	<b>UEA1:</b> Pursuit of academic/professional excellence, critical intellectual inquiry and lifelong learning
<b>PLO2:</b> Apply the knowledge to real-life situations, and use analytical and synthetic skills to solve practical business problems.	<b>FG2:</b> Application and integration of knowledge	<b>UEA2:</b> Tackling novel situations and ill-defined problems
<b>PLO3:</b> Develop awareness of professional and ethical responsibilities, and demonstrate the capacity to deal with the related ethical and social issues.	<b>FG3:</b> Inculcating professionalism	<b>UEA3:</b> Critical self-reflection, greater understanding of others, and upholding personal and professional ethics
<b>PLO4:</b> Acquire a solid understanding of global and regional issues relating to business, and appreciate the diversities in cultures and values.	<b>FG4:</b> Developing global outlook	<b>UEA4:</b> Intercultural communication, and global citizenship
<b>PLO5:</b> Communicate in teams effectively, make convincing and coherent presentation both orally and in written context.	<b>FG5:</b> Mastering communication skills	<b>UEA5:</b> Communication and collaboration
<b>PLO6:</b> Demonstrate awareness of current and important business issues in order to function as agents of change in organizations or society.	<b>FG6:</b> Cultivating leadership	<b>UEA6:</b> Leadership and advocacy for the improvement of the human condition