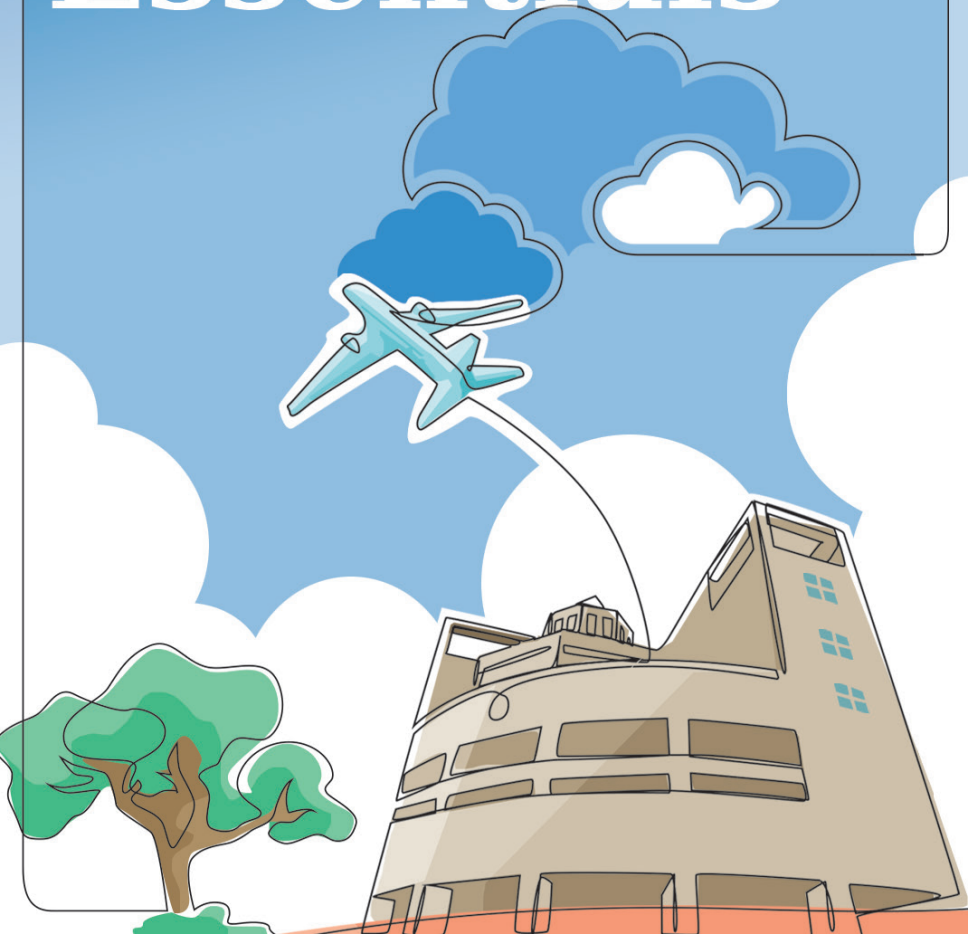




香港浸會大學
HONG KONG BAPTIST UNIVERSITY
工商管理學院 SCHOOL OF BUSINESS

Embarking on Success:

The Ultimate Guide to HKBU BBA Essentials



Welcoming to HKBU BBA

Welcome to HKBU School of Business and our BBA programme for the AY2024/25. As part of an elite group within the top 1% of business schools worldwide, we offer a dynamic education that will nurture your potential and cater to your career goals.

In recognition of the rapid evolution within the business sector and the educational landscape, we continue to emphasize the importance of soft skills alongside academic prowess. In this digital era, we are excited to further integrate e-Learning into our BBA Programme, ensuring that you have access to the latest skills and knowledge that are sought after in the marketplace.

This year, we're excited to introduce two pioneering interdisciplinary concentrations: FinTech and MarTech. These areas are at the cutting edge of technology in business fields, preparing you to lead in these dynamic sectors.

For any questions you have about our programme, you are advised to make good use of this essential guidebook. Of course our faculty members are also here to guide you from knowledge acquisition to expertise, offering personalized insights and support. At HKBU's School of Business, we aim to inspire and enlighten, helping you to unlock your potential and redefine your future.

Get ready to engage, learn, and explore with us. Welcome to your journey with HKBU BBA.

Mr. Ryan Man

BBA Programme Director
Associate Dean (Undergraduate Studies)

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Programme Intended Learning Outcomes

Graduates will possess a solid business acumen, including:

(a) a strong foundation in key business knowledge. They will understand and be able to apply core business concepts to develop strategic initiatives and drive organizational success.

(b) an in-depth understanding of an area of specialization in key business domains including accounting; economics and data analytics; entrepreneurship; finance; human resources management; digital technology; marketing and retailing.

Graduates will be proficient in data analytics and digital technology. They will be able to harness, interpret, and visualize data, as well as understanding the role of technology in optimizing business processes and creating value.

Students will have a solid foundation in:

(a) innovative and entrepreneurial thinking. They will be equipped to identify and exploit new business opportunities, drive innovation, and adapt to change in the dynamic business environment.

(b) ethical leadership and socially responsible decision-making. They will be able to assess the ethical implications of business activities and incorporate social responsibility into business strategies.

Students will possess solid analytical, creative and critical thinking skills to address real-world business and social challenges.

Graduates will exhibit strong communication skills, both written and verbal, and be able to collaborate effectively with others. They will be capable of leading and participating in teams, managing conflicts, and negotiating successfully.

Graduates will demonstrate:

(a) a solid global perspective and intercultural competencies, enabling them to effectively operate in a multicultural business environment.

(b) a proactive and self-directed approach to lifelong learning that enhances professional growth and adaptability in the future business environment.

Integrated Curriculum

- Business Core (46 units)
- Concentration (21 units)
- Free Electives (30 units)
- General Education & University Core (31 units)

Total 128 units

Eight Concentrations

- Accounting (ACCT)
- Economics and Data Analytics (ECONDA)
- Entrepreneurship and Business Innovation (EBI)
- Finance (FINE)
- Human Resources Management (HRM)
- Information Systems and Business Intelligence (ISBI)
- Marketing (MKT)
- Strategic Retail Management and Innovation (REMT)

Notes:

Students must take at least 36 units of courses at level 3 and 4 to fulfil the graduation requirements.



Programme Structure

Year 4			
Year 3	Concentration (21 units)	Free Electives (30 units)	Business Core (46 units)
Year 2			
Year 1	University Core & General Education (31 units)		

BBA Core Courses

ACCT	1005	Principles of Accounting I
ACCT	1006	Principles of Accounting II
BUSI	1006	Business Research Methods
BUSI	1007	Business Coding
BUSI	2005	Organisational Behaviour
BUSI	2035	Entrepreneurship and Innovative Thinking
BUSI	2045	Data Analytics for Business Decision Making
BUSI	2055	AI for Business
BUSI	3006	Business Ethics, CSR and Impact Investing
BUSI	3075	AI Ethics and Governance
BUSI	4005	BBA Project*
BUSI	4006	Strategic Management
ECON	1005	Principles of Economics I
ECON	1006	Principles of Economics II
FINE	2005	Financial Management
LLAW	3007	Principles of Law
MKTG	2005	Marketing Management

Study Load and Unit Transfer

Study Load

Students must register for a minimum of 12 units per semester to maintain a full-time studentship. Overloading of study units is generally not accepted. In special circumstances, when you intend to carry a study load exceeding 18 units in a semester, you'll need to submit application to the Academic Registry and obtain support from the Concentration Coordinator (over 18 units) and the BBA Programme Director (over 21 units).

Unit Transfer

Students who returned from exchange can apply for transfer of units. Remember :

- Application of unit transfer could be submitted to Academic Registry upon your return to HK. You DON'T need to wait until the course result is known.
- Provide the full course outline which includes class contact hours, subject topics, assessment method, textbook, etc. Incomplete submission will delay the processing and may have an impact on your future course registration or graduation.

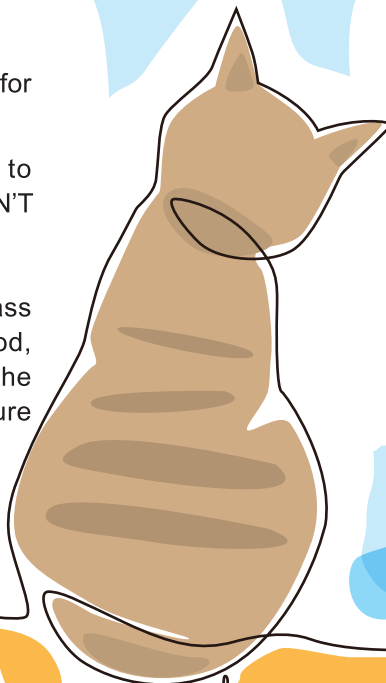
Academic Integrity

What is plagiarism ?

Plagiarism means taking someone else's words or ideas and passing them off as your own. It is the most common form of intellectual dishonesty. A plagiarist, who attempts to obtain a scholastic grade by fraud, will be resulted in severe penalties in place at the university.

How to avoid plagiarism ?

- Do not copy the words that someone else has written and pass them off as your own writing.
- Acknowledge the source properly and use quotation marks, if you want to quote the exact words used by the author.
- Do not simply paraphrase others' idea and call it your own.



Declare your Concentration

After sampling different concentrations in the BBA Core courses, students admitted to non-ACCT BBA Programme will be asked to declare their concentration of focus by the end of Year 1 before Year 2 begins. There is no fixed quota.

Students receive email from BBA Programme Office notifying the details of concentration declaration.

January

1. Concentration Briefing and Double Concentration Briefing will be organized by BBA Office.

2. Individual concentrations organize briefing sessions to provide a deeper insight to Year 1 students.

February

Students are required to submit concentration declaration form to the BBA Office.

March

April May

Students receive email confirmation from BBA Office in regards of the assignment result.

June

Transdisciplinary Concentrations Outcomes

The **Social Data Analytics and Management Concentration** and **Social Marketing and Entrepreneurship Concentration** are two transdisciplinary concentrations co-offered by the School of Business and the Faculty of Arts and Social Sciences.

- Open to all UGC-funded students at HKBU from AY 2024/25.
- Cross-supervision capstone internship course to apply your knowledge.

Social Data Analytics and Management Concentration

- Analyze social, economic, or business issues using a transdisciplinary data analytics approach.
- Gather and critically assess social data with data mining, analysis, visualization, and modeling techniques.

Social Marketing and Entrepreneurship Concentration

- Analyze complex social and environmental challenges through a transdisciplinary perspective, encompassing local, national, and global frameworks.
- Develop knowledge and skills in social marketing and entrepreneurship essential for proficient management and leadership across diverse sectors.

Curriculum

Interested students can use the free elective units to complete the concentration requirements:

3-credit required course + 18-credit elective courses = 21 credits

For details, please refer to: <https://bba.hkbu.edu.hk/concentrations/transdisciplinary-concentration.html>

Interdisciplinary Concentrations Outcomes

The **FinTech Concentration** and **MarTech Concentration** are two interdisciplinary concentrations newly introduced by the School of Business.

- Open to all UGC-funded students at HKBU from AY2024/25
- Can only be claimed as a 2nd concentration.

FinTech Concentration

- Apply technical skills and industry knowledge to create innovative solutions for real-world financial challenges.
- Build a diverse skill set for problem-solving and methodologies to thrive in the evolving FinTech landscape.

MarTech Concentration

- Develop and implement innovative MarTech solutions to tackle real-world marketing challenges effectively.
- Apply knowledge from diverse disciplines such as marketing, data analytics, and digital economies to analyse and solve complex MarTech problems.

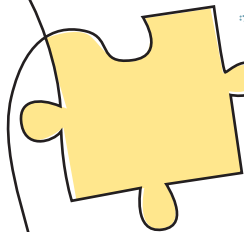
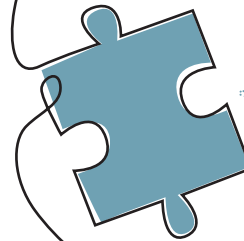
Curriculum

FinTech: 3-credit required course + 18-credit elective courses = 21 credits

MarTech: 12-credit elective courses I + 9-credit elective courses II = 21 credits

**** Double-counting of courses up to 6 units is permissible between the major courses and the Interdisciplinary Concentration courses. ****

For details, please refer to: [https://bba.hkbu.edu.hk/concentrations / Interdisciplinary - Concentration.html](https://bba.hkbu.edu.hk/concentrations/Interdisciplinary-Concentration.html)



Double Concentration

Double Concentration is an additional graduation option. Students can make use of the Free Electives to pursue a 2nd concentration within BBA by completing seven required courses (21 units) of the 2nd concentration. Over 80 (20%) of 2022 graduates achieved Double Concentration upon graduation!

Why 2nd Concentration?

- Complement the first concentration and obtain diversified business knowledge and skills
- Enhance job competitiveness and increase career flexibility
- Expand professional network and access to a wider range of internship opportunities

Tips!
Starting from AY2024/25,
there are 4 new options
when you consider pursuing
a second concentration.
Please refer to P.12-13.

Prior application
is not required, but
course offering is
not guaranteed.
Please PLAN AHEAD!

Academic Recognition

Beta Gemma Sigma

Beta Gamma Sigma (BGS) is the international honor society serving business programs accredited by Association to Advance Collegiate Schools of Business (AACSB) International, which invites outstanding business schools to establish their collegiate chapters.

In 2010, the School of Business of HKBU became one of the business schools in Asia accredited by AACSB International, which recognizes the excellent quality of the School. To reinforce the international standard of School of Business, the HKBU Chapter of Beta Gamma Sigma has been set up to encourage and honor the students with outstanding academic achievement. Membership in BGS is a privilege for recognizing business students with outstanding academic achievements.

Academic Honours

If you take a minimum of 12 units counting towards grade point average and attain the following results in a semester, you will receive academic honours.

Academic Honours	Conditions
President's Honour Roll	Applicable to students with a semester GPA of 3.50 or above with no grades below "C" for the same semester*.
Dean's List	Applicable to students with a semester GPA of 3.00–3.49 with no grades below "C" for the same semester*.

* Students with a "U" grade in the same semester are NOT eligible for receiving the academic honours.

Guideline of The Use of Generative AI Tools

General Principles

Given the proliferation of generative AI tools and their utility in teaching and learning, as well as the society, the University has set out the following General Guiding Principles for the use of General AI in teaching and learning, and assessment.

The University's General Guiding Principles	
AI-Empowering	to embrace generative AI and empower students and instructors to realize the potential of generative AI tools as part of the university's knowledge creation and teaching and learning ecosystem.
AI-Critical	to encourage healthy, informed skepticism of generative AI and develop students' and instructors' critical thinking and awareness of the strengths, drawbacks and limitations of generative AI tools.
AI-Ethical	to maintain academic integrity, transparency and the ethical use of generative AI tools.
Build and sustain human uniqueness	to recognize the importance of students and instructors as unique individuals with lived experience, knowledge, skills and attributes. Provide space and time for individuals to understand and develop themselves as unique individuals within the university teaching and learning ecosystem.

Use of Generative AI in Assessment

In alignment with the University's guiding principles, the default approach is that students are ALLOWED and empowered to use generative AI tools in assessed assignment tasks. Students are expected to use the generative AI tools available in the University library's database or HKBU ChatGPT. Uses may include:

- **Explain or clarify concepts**
 - **Demonstrate and guide practices of techniques**
 - **Planning and brainstorming on projects**
 - **Give feedback on drafts**
- Generate samples for discussion and critical review**

However, students should NOT take the AI-generated content and present them as if they were their own work. Or else, it would be regarded as plagiarism (intentional or unintentional). Unlike other traditional academic sources, there is no specific author for AI-generated content. Also, generative AI can be used in many other ways, such as refining writing, developing lines of argument or generating ideas. Therefore, it might be difficult to provide citations in traditional ways.

To uphold academic integrity, transparency and the ethical use of generative AI tools, any use of generative AI tools must be acknowledged by:

Declaration: Students are required to complete and submit a standard declaration.

In-text Citations and Reference Lists: In general, content produced by generative AI tools should not be considered reliable, accurate, or trustworthy representations of information. However, there may be times when the contents created by generative AI tools are included in the project submitted. In these cases, students are required to provide in-text citations for those materials generated by generative AI and include them in the reference lists.

For more details, students are encouraged to visit the Teaching and Learning Support section in the BBA website: <https://bba.hkbu.edu.hk/academics/teaching-and-learning-supports>

Self e-Learning Graduation Requirement (from AY2023/24 cohort onwards)

Go! BUer Learning

With technology changing business models and jobs, the pursuit of lifelong learning has become an imperative. Business students need to continually upskill to remain competitive in the job market. In view of this, the BBA Programme is launching a self e-Learning graduation requirement to advocate learning autonomy and meet the demand for fast-changing digital skills.

Q: What should I do to fulfill the requirement?

Students must complete a minimum of 40 hours courses and one mandatory SDG course on the LinkedIn Learning (LiL) platform by the end of April of their Year 4 studies.

Q: How do I get access to the HKBU LinkedIn Learning platform?

Invitation emails from LinkedIn Learning will be sent to all BBA student at the first week of September. Students should activate their LiL license via the invitation link to ensure their enrollment and learning records align with the BBA Office. If not, please contact our office for help.

LinkedIn Learning

Q. Are there any restrictions on course selection?

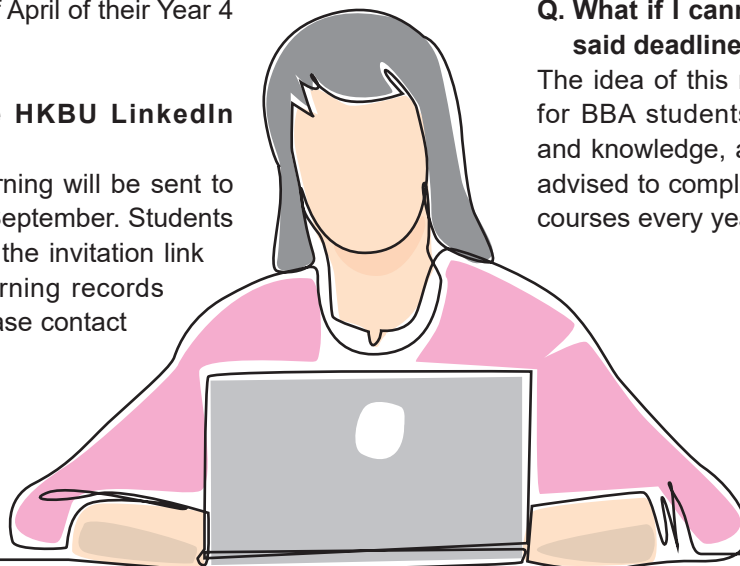
There is only ONE required course to complete, i.e. Learning Design for Sustainability presented by Scott Boylston. Apart from this, there is no other restriction on the topic of the courses you take.

Q. What do I need to do to prove that I have completed the 40 hours?

By joining the BUS group on LinkedIn Learning, you agree to share your enrollment record to the BBA Administrator. We will view your enrollment record yearly to check the number of hours completed.

Q. What if I cannot complete the requirement by the said deadline?

The idea of this requirement is to offer a free resource for BBA students to flexibly acquire in-demand skills and knowledge, and to nurture learner's autonomy. It is advised to complete at least 10 hours of self e-Learning courses every year to avoid any last-minute work.



Full Guidelines
(QR code for scan)



Experiential Learning Graduation Requirements

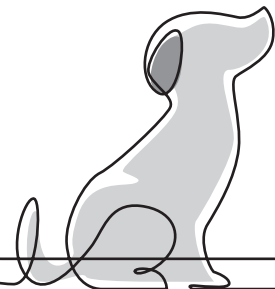
“Experiential Learning” is one of the graduation requirements for all BBA students. Through joining experiential learning activities, you will be able to deal with the complexity of industries with professional knowledge, develop your global outlook and get a taste of the real working environment.

You must complete one of the following Experiential Learning activities before graduation:

- Internship (local / overseas)
- Exchange Programme (regular semester / summer)
- Service Learning Projects

IMPORTANT!

- All activities require a minimum of 120 hours
- You must complete the requirement by the 2nd semester of final year
- Refer to the BBA website for details



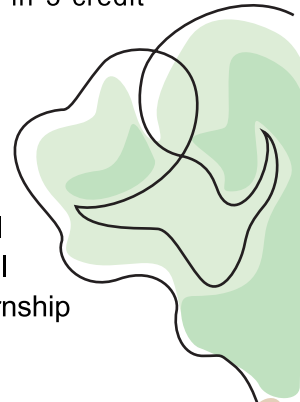
Internship (Local / Overseas)

LOCAL — The BBA Programme coordinates business sectors to offer internship opportunities in 3-credit internship courses within the curriculum :

- ACCT 3026 Accounting Internship I
- ACCT 3045 Accounting Internship II
- BUSI 3016 Business Internship
- BUSI 3037 Entrepreneurial Internship I
- BUSI 3047 Entrepreneurial Internship II
- ECON 3066 Business Economics Internship
- FINE 3026 Finance Internship
- HRMN 3026 HRM Internship
- ISEM 3026 ISEM Internship
- MKTG 3016 Marketing Internship
- REMT 3007 Retail Management Internship

Students who intend to fulfill the graduation requirement by taking up internship **MUST** enroll in the above courses of which the job spec is screened and endorsed by respective course coordinator. Students are allowed to enroll at most two credit-bearing internship courses during their 4-year studies.

OVERSEAS — Students who intend to gain overseas internship experience can consider the Metropolitan Attachment Programme (MAP) organized by the Office of Student Affairs. MAP offers overseas internship placements to all students every summer break. MAP participants can also enroll in the credit-bearing courses to satisfy the requirement.



Exchange Programme

REGULAR

Internationalization is one of the key commitments of our School. We encourage you to develop your global mindset through studying abroad.

BBA students can fulfill the graduation requirement by spending a semester or a full academic year in an overseas university through the arrangement of the International Office. With the School's and the University's continued efforts, over 350 institutions from worldwide provide exchange places to HKBU business students.

SUMMER

If you can't afford a regular exchange, summer exchange is another option for students who wish to get a taste of studying abroad. To ensure students have good exposure in a foreign environment and receive quality classroom knowledge, only summer programmes recommended by BBA Programme Office are recognized. Qualified participants of summer programmes will receive sponsorship from the University and the School.

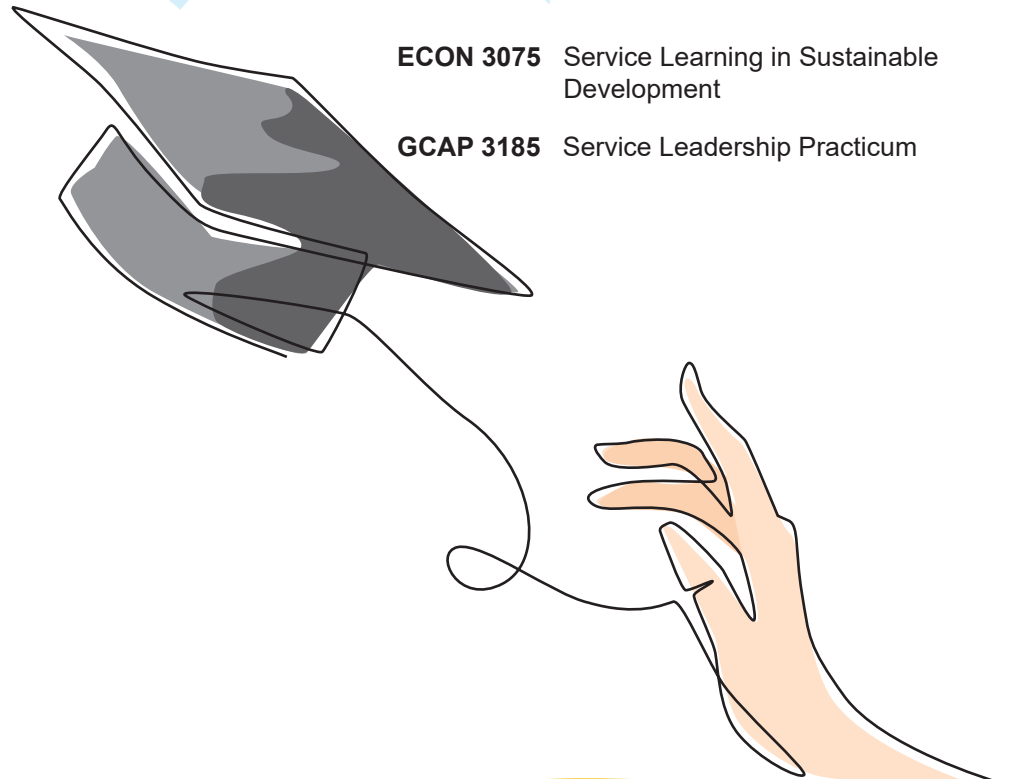
Service Learning Projects

Service Learning Projects have been an exciting part of the BBA curriculum. Students get to develop business skills and apply their knowledge to solve the operating problems of real organizations, preparing accounts, building websites, marketing, etc.

Students who intend to fulfill the requirement by completing service learning projects can enroll in course-based Service Learning Projects.

ECON 3075 Service Learning in Sustainable Development

GCAP 3185 Service Leadership Practicum



Global Experience Support Scheme (GESS)

The Global Experience Support Scheme (GESS) is established to provide financial support for BBA students engaging in Student Exchange Programme (regular and summer), Metropolitan Attachment Programme (MAP) and double degree programmes administrated by the School of Business. An amount of maximum HK\$19,000 will be awarded to successful applicants in support of their participation of the above programmes.



The primary selection criteria is the financial status of the applicants, while their academic performance, achievements in community service, service to the University / School and / or extra-curricular activities will also be considered.

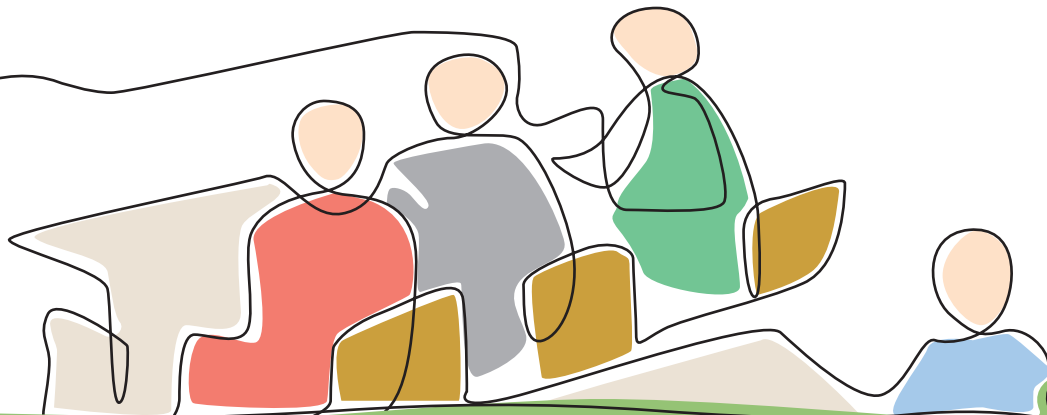
Mainland Exposure Support Scheme (MESS)

The Mainland Exposure Support Scheme (MESS) is established to encourage and enable more students to gain exposure in business environments in Mainland China through exchange programmes and internships organized by the University. It also aims to support students to pursue a second exchange programme in Mainland China and Greater Bay Area (GBA). An amount of maximum HK\$19,000 will be awarded to successful applicants in support of their participation of the above programmes.

Overseas Experience Support Scheme for Non-Local Business Students (OESS)

The Overseas Experience Support Scheme for Non-Local Business Students (OESS) is established to encourage and enable non-local BBA students to gain exposure in business environments through exchange programmes and internships organized by the University. An amount of maximum HK\$19,000 will be awarded to successful applicants in support of their participation of the above programmes.

Applications open in September.



Career Support

(exclusive for business students)

Welcome to connect with CareerLink@BUS, your dedicated career compass at the School of Business! Apart from the career services provided by the University's Career Centre, the Career and Alumni Engagement Section (CAES) is committed to guiding our business students on their unique career pathways, and carrying on the rich experience and insights of our alumni while elevating students' career aspirations.

At CareerLink@BUS, you'll find a wealth of resources tailored to help you uncover your passion and strengths, develop your career roadmap and acquire in-demand skills :

Interactive Workshops: Gain practical job-hunting skills and industry knowledge

Business Career Expo: Network with industry professionals and uncover career prospects

Career Coaching: Get one-on-one consultations to identify your professional direction

Alumni Insights: Draw on the experiences of our alumni to guide your career choices

Networking Opportunities: Build your professional network and visibility

Personalized Learning: Enhance in-demand skills through accessing e-Learning platforms such as Coursera and LinkedIn Learning, plus practical tools for video interview and aptitude test

Begin your voyage into the world of business with CareerLink@BUS by your side, and set your stage for a dynamic and fulfilling career journey!



Hear What BBA Graduates Say

"I am writing to express my sincere gratitude for the exceptional support provided by CareerLink@BUS in enhancing my professional development. The guidance received on refining my CV and optimizing my LinkedIn profile, along with the professional portrait service, has been invaluable. Access to Coursera courses has greatly enriched my learning. Thank you to your expertise and tailored support, I feel better equipped to navigate the job market with confidence!"

Aruzhan SARBIYEVA, BBA in Marketing

"The support from CareerLink@BUS has been pivotal in shaping my career path. The team's detailed suggestions on improving my CV made my application stand out. The e-resources provided by CareerLink significantly enhanced my job-related skills. By taking Coursera courses in Tableau and Korean, I was able to expand my skill set. Additionally, utilizing resources such as Big Interview and Graduates First helped me prepare thoroughly for interviews. Thank you to the comprehensive support and resources provided by CareerLink@BUS, I successfully secured internships in prestigious companies."

Yoyo HE, BBA in Finance



Follow us on LinkedIn:
CareerLink School of Business



HKBU–NBS Double Degree Programme

Have you ever thought of obtaining two degrees in business in four years and gaining international exposure through overseas internship? Here comes the opportunity !

HKBU School of Business, in collaboration with NEOMA Business School (NBS) in France, is offering a double degree programme for BBA students. By spending the first two years at HKBU BBA and the final two years at NBS, students will receive a comprehensive and all-round education in business and experience a multicultural environment. Upon completion, students will be awarded both state-recognized degrees from Hong Kong and France.

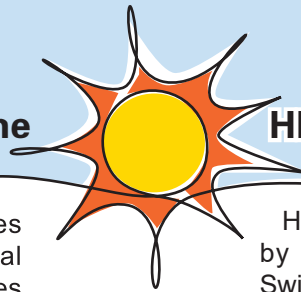
Participating students are required to complete a semester - long internship as a part of the core curriculum in NBS. Students will also get prepared to pursue a master's degree programme in NBS upon graduation.

The programme calls for application every September. Keep an eye on the news from BBA Programme Office.

About NEOMA Business School

NEOMA
BUSINESS SCHOOL

- 3 state - of - the art campuses in France : Reims, Rouen and Paris + 1 virtual campus
- 41st place in Europe and 9th in France in Financial Times "European Business Schools 2022"
- One of the 1st business schools with triple crown recognition
- 9,000 students in over 100 nationalities



HKBU–FHNW Double Degree Programme

Have you ever considered pursuing two degrees by spending 2 years in Hong Kong and 2 years in Switzerland? Here comes the opportunity!

This is a 1+2+1 years undergraduate programme, students will spend their first and final year at HKBU BBA and the second and third year at University of Applied Sciences and Arts Northwestern Switzerland (FHNW), one of Switzerland's leading universities. Students who completed the programme will earn two degrees in four years from FHNW and from HKBU BBA. During the four-year studies, students are expected to earn at least 64 units at HKBU and 120 ECTS at FHNW in 4 terms respectively.

The Programme calls for application every September to October. Keep an eye on the news from BBA Programme Office.

About FHNW

- Founded in 2006, one of Switzerland's leading universities offering a broad range of degree programmes
- AACSB accredited
- A wide range of specializations offered: Banking & Finance, Digital Business and Value Networks, International Entrepreneurship, International Financial Management and Marketing



Academic Advising

We understand changes can be challenging, let us support you through every step of this transition.

University-wide Support

To facilitate your adaptation to university life, HKBU provides various programmes and services to help you adapt to the new environment and plan your study pathways. You are welcome to make use of (Support for New Students) and (Counselling and Consultation information) to get you connected with the University.

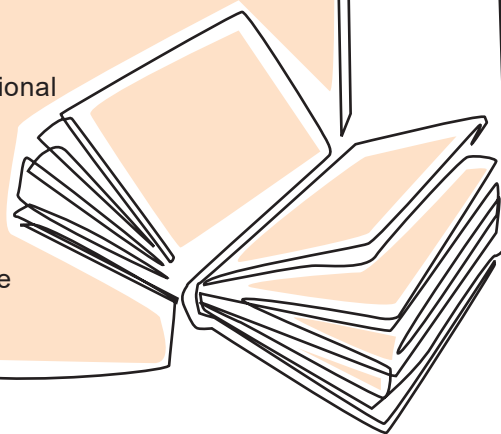
You may also try the (Psychological Online Tests) with immediate result to get a better understanding about yourself. These tests will help you understand yourself better in areas such as level of life satisfaction, stress level, and emotional health, etc.

School-wide Support

Each student will be assigned an Advisor upon admission to HKBU BBA. The School has close to a hundred faculty members serving as Advisors. You can check your Advisor's name and contact details via BUniPort: Profile → My Profile > Study Record and Personal Particulars

The Advisors are here to:

- support you and provide professional advice on academic matters;
- help you adapt to the new environment and plan your study pathways; and
- provide information on relevant courses such as study schedule and course selection



You are encouraged to make appointment to meet (online or face-to-face) with your mentor and/ or respond to your mentor's invitation timely. You are also welcome to visit the BBA Programme Office at WLB 801 for assistance!



ACCT

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REMT

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SBAA

Hong Kong Baptist University School of Business Alumni Association (SBAA) aims to establish, maintain, foster the bonds of friendship among graduates and former students of the Hong Kong Baptist University; and to provide a platform for members to have a wide variety of cultural, educational, scientific and social events. Below are some of our recent events:



Alumni Drinks 2024

Alumni Get-Together, filled with nostalgia, anticipation, fruitful discussions and networking!



Jiangsu Summer Internship Programme (Nanjing)



A precious opportunity to learn more about the financial market and the investment environment of Mainland China, as well as Chinese traditions and culture.

Dialogue with Banking & Finance Experts

Enjoy a great evening of networking and idea exchange with the business professions.



Scan the QR Code to become a member NOW!
It's Free of Charge!

BUAA

Congratulations on your admission! Ready for your next chapter? Stay connected to HKBU by joining the Alumni Association. Attend enriching events, expand your professional network, and gain fresh perspectives to broaden your horizons. Leverage the power of your alumni community to support your continued growth and success. Join us today!



Dr. Jacinto Tong,
CEO of Gale Well Group

Over a thousand participants joined the following activities held in AY 2023/24. Including:

Company Visit

- Bytedance 字節跳動
- BYD Auto 比亞迪汽車

Networking Events

- Alumni drinks
- Happy hour
- Gala dinner
- Golf Day



There will be more joint alumni association activities and social events released. Please pay close attention to the notices we send to members!



Scan the QR Code to become a member NOW!
It's Free of Charge!

Important Dates

2024

Sept

2 Sep
First Semester Classes Begin

3-16 Sep
Course Add / Drop Period

9-12 Sep
BBA Enquiry Booth

26 Sep
Double Degree Info Session

29 Sep
BBA Student Ambassador Scheme
Application Deadline

Oct

mid-Oct
Briefing Session for Exchange
Programme

11- 12 Oct
Zhuhai Tour for Business Studies

Nov

15 Nov
Exchange Programme Application
Deadline

Dec

3 Dec
Last Day of Classes (Sem 1)

9 Dec
First Semester Exam

Important Dates

2025

Jan

13 Jan
Second Semester Begins

13-25 Jan
Course Add / Drop Period

Feb

Early Feb
Concentration Briefing Session &
Double Concentration Briefing Session

Early Feb
Briefing Session for Summer Exchange
Programme in 2025 Summer

Mar

Late Mar
Deadline of submitting
Concentration Declaration Form

Apr

26 Apr
Last Day of Classes (Sem 2)

May

2-17 May
Second Semester Exam



HKBU BBA



HKBU.BBA
(General Info)



BUBOARD.BUS

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