



Be **INSPIRED** To **EXPLORE**

Double Concentration Briefing Session

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Associate Director of BBA Programme

What is Double Concentration?

An **additional graduation option** to pursue voluntarily; **no application** is needed

Widen your business **knowledge** and **skills**

Enhance competitiveness by equipping yourselves with **broad exposure to various disciplines**



Concentrations of your Choice



Accounting



Applied Economics /
Economics and Data Analytics



Entrepreneurship



Finance



Human Resources
Management



Information Systems &
e-Business Management /
Information Systems &
Business Intelligence



Marketing



No. of BBA Students Graduated with Double Concentration

Academic Year	No. of Students	Most Popular Combinations
2019-20	66	HRM + MKT (19) ACCT + FIN (10)
2018-19	83	HRM + MKT (17) ACCT + FIN (13)
2017-18	75	ACCT + FIN (14) HRM + MKT (12)



Free Elective Courses

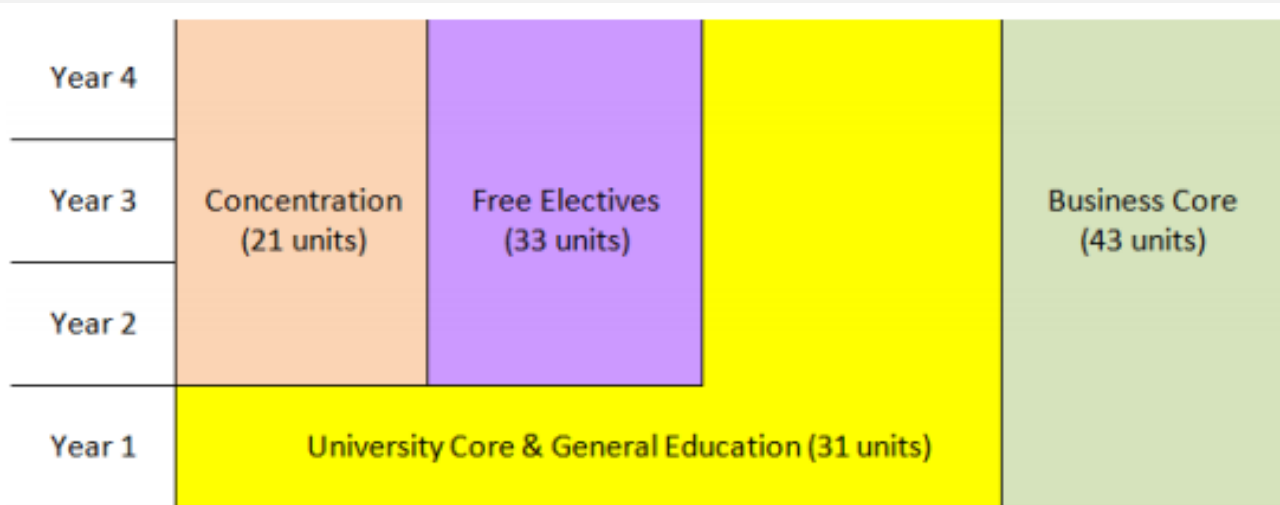


You may use **21 units** to:

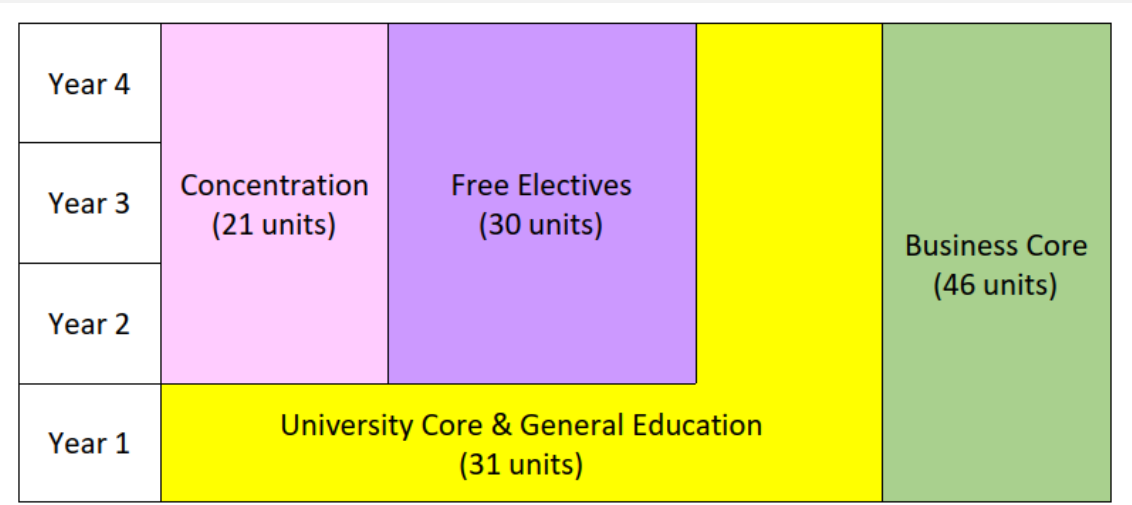
- pursue **Double Concentration** under BBA; or
- **minor in non-business disciplines** or;
Choose freely from the entire university's wide range of courses



Regular Curriculum



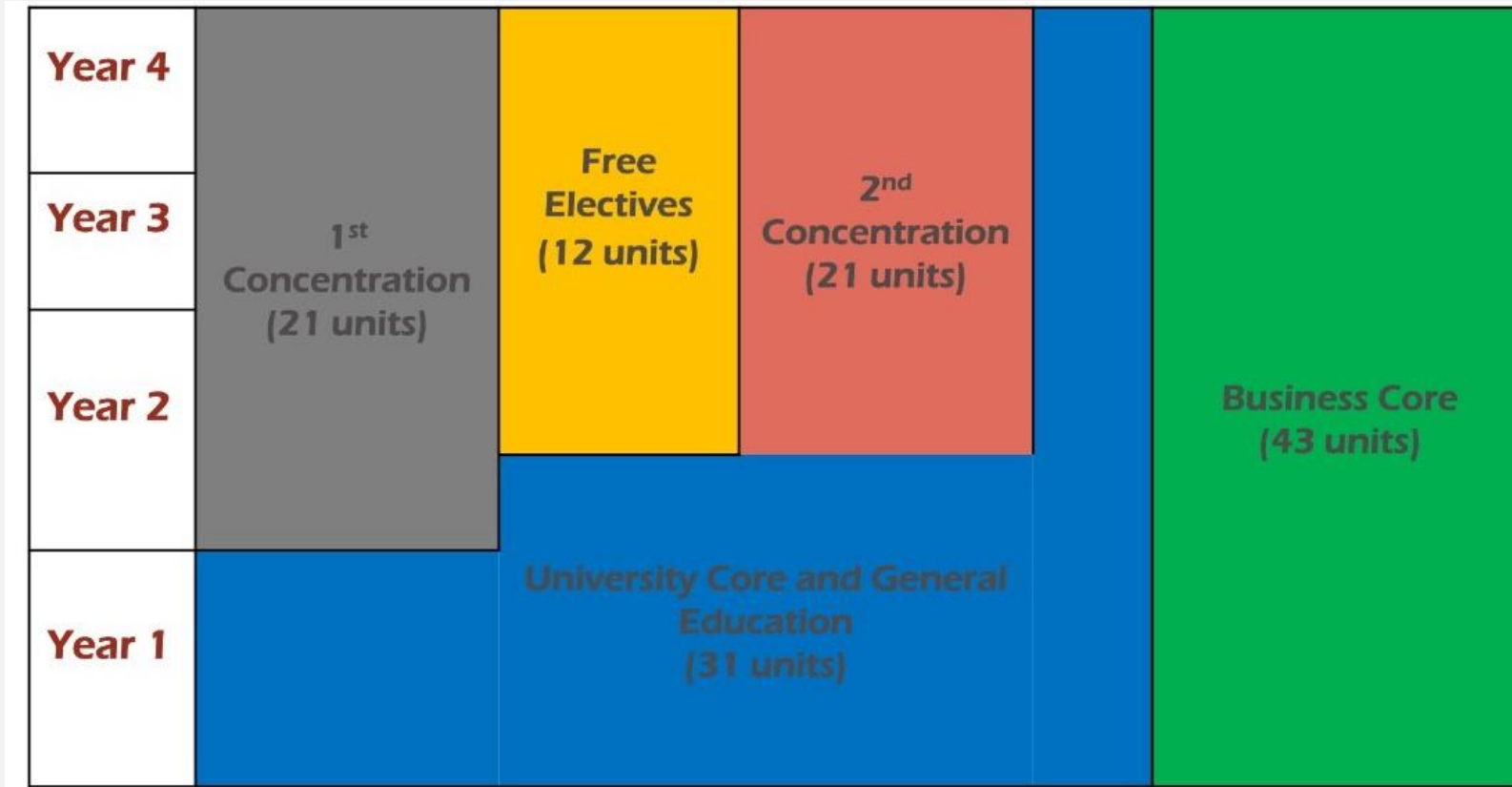
For Year 1 entry of AY2018-19, AY2019-20



For Year 1 entry of AY2020-21

Total: 128 units

Double Concentration Curriculum



For Year 1 Entry of AY2018-19 and AY2019-20

Total: 128 units

General Requirements & Regulations



No application, prior declaration or approval is required for the pursuit of second Concentration. As long as the requirements are satisfied, you will graduate with Double Concentration



Complete **7 Required courses** (or 21 units) of the second Concentration



If the number of Required Courses is less than 7, you have to fulfill the remaining requirements by taking the **Concentration Elective** courses of the **second Concentration**



General Requirements & Regulations



Overlap between the courses of the first and second Concentration is **not** allowed



Same as the Award of the first Concentration, the award of second Concentration will **not** be shown on your **graduation diploma**, it will be shown in the academic transcript



Outgoing Exchange Students
No more than 6 credits can be transferred for second Concentration



Important Notes



Plan your study schedule **in advance**



Check course requirement of **Concentration Core** courses in case fail to complete the required courses on schedule



Seek **advice from Academic Advisor** of the corresponding Concentration



Refer to **BBA Student Handbook** for course information



BBA Student Handbook



Visit BBA website: www.bba.hkbu.edu.hk

Click **Student Area** and log-in with your SSOID

香港浸會大學
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**INTEGRATED BBA(HONS)
PROGRAMME**
Offering 7 Concentrations

BBA News View ALL > UPCOMING EVENTS View ALL >

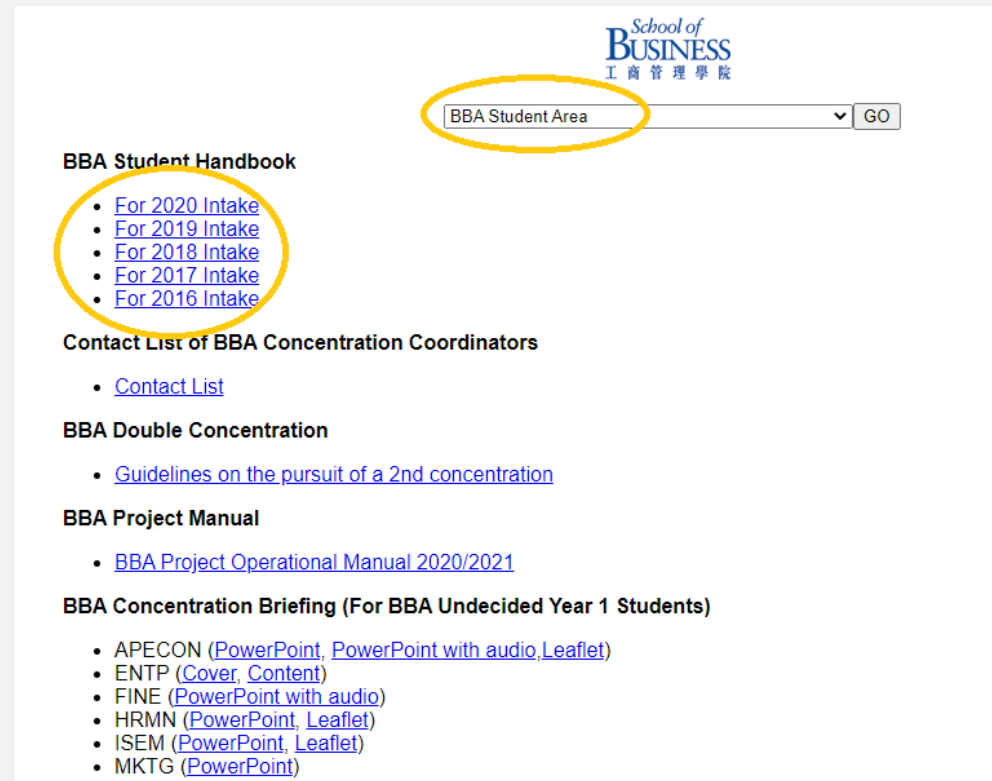



BBA Student Handbook



Select **BBA Student Area** and choose the Handbook of **your intake year**

Remarks: Senior entry students need to use intake year as **Year 1** students instead of admitted year (e.g. Senior entry Year 3 students of 2018 will need to refer to Handbook in 2016)



School of
BUSINESS
工商管理學院

BBA Student Area GO

BBA Student Handbook

- [For 2020 Intake](#)
- [For 2019 Intake](#)
- [For 2018 Intake](#)
- [For 2017 Intake](#)
- [For 2016 Intake](#)

Contact List of BBA Concentration Coordinators

- [Contact List](#)

BBA Double Concentration

- [Guidelines on the pursuit of a 2nd concentration](#)

BBA Project Manual

- [BBA Project Operational Manual 2020/2021](#)

BBA Concentration Briefing (For BBA Undecided Year 1 Students)

- APECON ([PowerPoint](#), [PowerPoint with audio](#), [Leaflet](#))
- ENTP ([Cover](#), [Content](#))
- FINE ([PowerPoint with audio](#))
- HRMN ([PowerPoint](#), [Leaflet](#))
- ISEM ([PowerPoint](#), [Leaflet](#))
- MKTG ([PowerPoint](#))

Q&A

THANK YOU!



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