

Bachelor of Arts in Business Bachelor of Arts in Business (Finance) / Bachelor of Arts in Business (International Business) 商業文學士 / 商業文學士 (財務) / 商業文學士 (國際商業)

Programme Code & Mode of Study	84020 / 84020-F / 84020-IB (Full-time Mode) 84027 / 84027-F / 84027-IB (Part-time Mode)
Tuition Fee	HK\$1,900 per credit for 2009/10 academic year
Medium of Instruction	English
Programme Leader	BA in Business / BA in Business (International Business) Eileen FENG Qi BA, MPhil, MBA, PgD, MHKIM BA in Business (Finance) Anders YUNG Kit-ming BComm, MSc, AICPA

> Aims and Objectives

The BA in Business / BA in Business (Finance) / BA in Business (International Business) are designed to equip students with the necessary knowledge and competencies to become a professional in the business sector. Graduates of the programmes are expected to be adaptable to environmental changes, all-round, holistic, articulate, and respectful to others' norms and cultures.

> Career Opportunities

Graduates will possess proficient business communication skills, and stand ready to attempt professional qualification scheme relevant to their chosen practice. They will be immediately capable of embarking employment in a relevant profession.



Messages from Business Students



Ryan - Financial industry is challenging.

Finance was found to be my interest as it requires one's analytical ability and skills to tackle daily challenges in the financial market. The Bachelor of Arts in Business (Finance) programme could help me to enrich my financial knowledge which is useful to me as a Senior Treasures Relationship Executive in an Asia-listed company now.



Janet - The bachelor's degree helps me to be promoted to an executive position in a short time.

I have never imagined being an executive in a bank with relatively competitive salary. The success in my career development is the result of my good job performance as well as the academic qualification obtained from SPEED in PolyU.



John - A bachelor's degree specialised in finance is a key to enter the financial industry.

The financial industry in Hong Kong is important and I would like to pursue my career in this industry. Financial training and academic qualification are the important elements for career development.



Sam - The development of financial industry in China provides chances to local graduates to use their talent.

The potential of financial industry in China helps the development of Hong Kong's financial industry. As a graduate with the training in the finance specialty, it is not difficult to have a prosperous career in the future.

> Programme Structure

Students of BA in Business are required to complete 8 compulsory and 7 elective subjects while students of BA in Business (Finance) / BA in Business (International Business) are required to complete 7 compulsory and 8 elective subjects. Each subject carries 3 credits.

Elective subjects are grouped into 3 subject areas including "General Business", "Finance" and "International Business".

Students of BA in Business will not be allowed to choose more than 3 elective subjects in either area of "Finance" or "International Business". Any other combinations of subjects from 2 or 3 subject areas are allowed.

Students of BA in Business (Finance) / BA in Business (International Business) are required to complete at least 5 elective subjects from the related subject area. 3 out of the 8 elective subjects can be from any subject areas.

Subject Nature	Subject Area	Subject Title
Compulsory - for BA in Business / BA in Business (Finance) / BA in Business (International Business)		Writing in English for Business
		Speaking in English for Business
		Intermediate Putonghua for Business Communication*
		Business Finance
		Corporate Governance and Ethics
		Marketing Management
		Business Policy and Strategy
Compulsory - for BA in Business		Accounting for Decision Making
Elective	General Business	Business Intelligence
		Organisation Theory and Behaviour
		Human Resource Management
		Business and Relationship Marketing
		China Business Management
		Derivative Markets
	Finance	Securities and Foreign Exchange Markets
		Financial Law and Regulations
		Industry Equity Analysis
		Mergers and Acquisitions
		Financial Planning
		Insurance Practices
		Asset Management
	International Business	Global Strategy
		Contemporary Issues in International Business
		Managing International Joint Ventures
		Global Supply Chain Management
		Managing Global Organisations
		Multinational Business Finance
		Global Marketing

* Students without requisite proficiency in Putonghua will be required to take an additional course in "Elementary Putonghua" before taking this subject.

Offering of any elective subjects is subject to sufficient enrolment.

This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.



› Entry Requirements

Applicants should possess a Higher Diploma or an Associate Degree in business related disciplines or equivalent with demonstrated English and Putonghua proficiency.

Holders of Higher Diploma or Associate Degree in other disciplines with demonstrated language proficiency may also be considered.*

Those who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience in supervisory/managerial positions and prior post-secondary studies in related fields. Applicants will be required to provide a portfolio on their organisational involvement, leadership and professional experience, and demonstrate their ability to complete the programme to the Admission Committee at an interview; and

- (i) pass an admission test; and
- (ii) have an appropriate level of English language competence demonstrated by at least level 2 in HKCEE English Language (or grade E in HKCEE English (Syllabus B) for results obtained before 2007) or equivalent.

* Applicants without sufficient knowledge in areas of accounting, economics, management, marketing and statistics will be required to complete the respective bridging course(s) as designated by SPEED before programme commencement. The bridging courses will commence in early July 2009. Applicants who are required to take the bridging course(s) should submit their applications before the close of first round admission (i.e. 7 May 2009). No bridging courses will be arranged for applicants after the first round of admission.

› Enquiries

Programme Leaders

BA in Business / BA in Business (International Business)

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