Accounting Information Session 2013
BBA(Acc&Fin) 4-Year Curriculum

Dr. Olivia Leung/ Dr. Winnie Leung
Dr. Grace Xie/ Dr. Jasmine Kwong

School of Business
September 24, 2013
Agenda

- Introducing our Accounting Unit
- BBA(Acc&Fin) Programme Features
  - Learning Goals
  - Overview and Unique Features
- Student Enrichment
- Academic Advising
- Question & Answer
The Accounting Unit aspires to be a premier and progressive provider of relevant accounting education in the Asia-Pacific Region.
Missions of the Accounting Unit – APPLE

- **ATTRACT** talented students and assist them to realize their potential to proficiently apply knowledge, to think critically and to communicate effectively.

- **PROVIDE** rigorous and relevant accounting education that meets the evolving requirements of professional accounting bodies.

- **PRODUCE** successful accounting and business professionals who are broad-minded as well as ethically and socially responsible.

- **LEVERAGE** on a collegial and teamwork culture to produce high quality scholarly research publications and relevant learning materials pertinent to contemporary accounting and business issues.

- **ENRICH** working relationships with the professional, business and alumni communities to amplify our values to our stakeholders.
BBA(ACC&FIN)
PROGRAMME FEATURES
BBA(Acc&Fin) Programme Learning Goals

Goal 1
Acquisition of KNOWLEDGE

Goal 2
Application & Integration of KNOWLEDGE

Goal 4
Global Outlook

Goal 3
Professional & Leadership

Goal 5
Communication Skills
BBA(Acc&Fin) Programme Overview

240 credits (4 years)

- Professional Core in Accounting (108 credits)
- Minor in Finance (36 credits)
- Languages & Common Core (54 credits)
- Free Electives (42 credits)

Many Options:
- Take more Accounting & Finance upper level elective courses
- Change to a Major in Finance (36+36=72 credits)
- Take additional business courses (e.g., marketing, management)
- Take more non-business courses (e.g., foreign languages, social sciences, psychology, etc.)
### Professional Core in Accounting

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course title</th>
<th>Year of Study</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT1101</td>
<td>Introduction to financial accounting</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>ECON1210</td>
<td>Introduction to economics I</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

**Statistics requirement – choose one of the following:**

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course title</th>
<th>Year of Study</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON1280</td>
<td>Analysis of economic data or</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>STAT1602</td>
<td>Business statistics or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAT1603</td>
<td>Introductory statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINA1310</td>
<td>Corporate finance</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

**Business Core courses – complete all of the following courses:**

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course title</th>
<th>Year of Study</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IIMT2601</td>
<td>Management information systems</td>
<td>2 or 3</td>
<td>6</td>
</tr>
<tr>
<td>MGMT2401</td>
<td>Principles of management</td>
<td>2 or 3</td>
<td>6</td>
</tr>
<tr>
<td>MKTG2501</td>
<td>Introduction to marketing</td>
<td>2 or 3</td>
<td>6</td>
</tr>
<tr>
<td>STRA4701</td>
<td>Strategic management* (Capstone course)</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>
Professional Core in Accounting (cont’d)

<table>
<thead>
<tr>
<th>Disciplinary courses – complete all of the following courses:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT2102 Intermediate financial accounting I</td>
<td>2</td>
</tr>
<tr>
<td>ACCT2105 Introduction to management accounting</td>
<td>2</td>
</tr>
<tr>
<td>BUSI3801 Business law</td>
<td>2</td>
</tr>
<tr>
<td>ACCT3103 Intermediate financial accounting II</td>
<td>3</td>
</tr>
<tr>
<td>ACCT3106 Management control</td>
<td>3</td>
</tr>
<tr>
<td>ACCT3107 Hong Kong taxation</td>
<td>3</td>
</tr>
<tr>
<td>BUSI3803 Company law</td>
<td>3</td>
</tr>
<tr>
<td>IIMT3636 Decision and risk analysis I</td>
<td>3</td>
</tr>
<tr>
<td>ACCT3109 Auditing</td>
<td>4</td>
</tr>
<tr>
<td>ACCT4104 Advanced financial accounting</td>
<td>4</td>
</tr>
</tbody>
</table>

Total credits for a Professional Core in Accounting 108
## Minor in Finance

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course title</th>
<th>Year of Study</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT1101</td>
<td>Introduction to financial accounting</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>ECON1210</td>
<td>Introduction to economics I</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

**Statistics requirement** – choose one of the following:

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course title</th>
<th>Year of Study</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON1280</td>
<td>Analysis of economic data or</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>STAT1602</td>
<td>Business statistics or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAT1603</td>
<td>Introductory statistics or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAT2601</td>
<td>Probability and statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINA1310</td>
<td>Corporate finance or</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

**Disciplinary courses** – complete all of the following courses:

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course title</th>
<th>Year of Study</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINA2320</td>
<td>Investments and portfolio analysis</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>FINAxxxxxx</td>
<td>Finance elective</td>
<td>3 or 4</td>
<td>6</td>
</tr>
</tbody>
</table>

Total credits for minor in Finance: 36
Unique Features

- BBA (Accounting & Finance)
- Internship
- Exchange
- Academic Advising
- Global Content
- Case Teaching Approach (ACRC)
- Leadership Training

Professional Workshops
- Citibank
- E&Y
- Deloitte

- Career options & Expectation
- Ethics
- Leadership Training
- Resume Writing
- Interview Skills

Work on Students’
- Verbal Presentation
- Written Assignment

Business Communication Team
- Mass Lecture
- Small Group Discussion
- Tutorial
- Open Book Examination
Case-based Teaching

Course Delivery
- Two-hour interactive lecture PLUS one-hour small group case discussion
  - Theory PLUS Application
  - Case presentation, synthesis, group & individual participation
Communication Skills

- Take an English test on entering the programme (1st semester, Year 1 – Sept 16 to Oct 4, 6:30-8pm, Register via Moodle !!)
- Writing throughout the curriculum
  - Have a full time English teacher to advise on their essay writing or case analysis required for each Year 2 and Year 3 business course
- Take the same English test when graduating from the programme (Year 4)

Advanced Business Communication(BUSI0081)
Professional Enrichment

- Guest Lecture (by distinguished practitioners)
- Professional Preparation Programme (PPP)
- Professional Ethics Case Competition
- HKU Business Consulting Practicum
- Technology Advancement
- …… and many more
THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics

Business Consulting Practicum (BCP)
By Dr. Winnie Leung
Objectives of BCP

- We aim to provide a platform for students in the Faculty of Business and Economics to:
  - gain hands-on business consulting experience through real-life projects in SMEs or social enterprises
  - develop into an ethical, proactive, innovative and assertive leaders with entrepreneurial spirit and passion to contribute to the community.
A 6-credit course in summer:

- Students will work in groups of five and provide consulting advice to business clients in real-life projects under the guidance of the faculty teacher and professional mentors.

- The business projects mainly originate from SMEs (small and medium sized enterprises) and social enterprises in Hong Kong. These companies are of limited resources so they can benefit from the valuable (but free-of-charge) business consulting service contributed by the participating students.

- For 4-year curriculum, students of year 2 or above are eligible to apply.
BCP Course Structure

Pre-Practicum Activities:
1. Orientation
2. Team Building
3. Training Workshop on Business Consulting and Leadership Skills

6-week Practicum
- Full-time working on the real-life business project
- Weekly meetings with faculty teacher and professional mentor

Networking Reception (for sharing experience and networking)

Group Deliverables
- Proposal
- Interim Progress Report
- Final Business Consulting Report + Oral Presentation

Individual Deliverables
- Statement of Goals Setting
- Reflective Journal
- Final Business Consulting Report + Oral Presentation
Video of BCP 2013
Awards to Outstanding Student Consultants

Sponsors:

ACCA

CPA

KPMG cutting through complexity

Deloitte

HKPC

Hong Kong Institute of Certified Public Accountants

Sharing African Drumming Arena
Join us for Experiential Learning!

For more details, please visit our BCP website:

http://www.fbe.hku.hk/BCP/
Online Course for Introduction to Financial Accounting
By Dr. Winnie Leung
Objectives

1. Provide an alternative mode to students for learning the course “Introduction to Financial Accounting”.

2. Enhance students’ opportunities in active learning.
Any difference between *Online* and *Face-to-Face* Teaching and Learning?

- **No difference in course content** – We have the same syllabus across all sub-classes no matter it is online or face-to-face teaching and learning.

- **No difference in assessment methods** – We have a uniform final exam at the end of the semester which accounts for 50% of full course marks. The other 50% is Continuous Assessment which includes:
  - Mid-term test
  - Group project
  - Assignments
  - Lecture participation
  - Tutorial participation
Any difference between **Online** and **Face-to-Face** Teaching and Learning?

The only difference is the format of Teaching and Learning Activities:

**Face-to-Face Teaching and Learning**
- Classroom lectures (3 hours) and tutorials (1 hour) every week
- Most teaching and learning activities are held in class

**Online Teaching and Learning**
- No classroom lectures – our virtual classroom is the online platform (HKU Moodle system)
- Most of our teaching and learning activities are carried out on Moodle:
  - You can watch the Video Lectures anywhere and anytime.
  - You can do the Concept Quizzes on Moodle to self-test your understanding on the concepts learnt in the video lectures.
  - You can interact with the Lecturer and Tutor through many channels on Moodle – Discussion Forum, Instant Chat Room and Messages.
  - You will do the assignments online.
Our Virtual Classroom

Let’s enter our virtual classroom!
What did students think about this online course?

Feedback from students who have taken this online course:

- “This is an online course so basically the time is very flexible and the lecturer offers many platforms for us to interact with her.”

- “Online course gives me a higher flexibility on my own learning progress and it is great that I can review the video lectures over and over again for a better understanding.”

- “The lecture materials are organized and easy to follow. Concept quizzes provided are useful for enhancing concepts.”

- “Helpful and approachable lecturer and tutor.”
You are young!

Come and join us to experience this special online mode of learning!
BUSI0081: Advanced Business Communication

Prerequisites: ECEN1907 OR ECEN2905

By Dr. Grace Xie
Purpose

- To improve business communication skills in various domains.
- To prepare effective and influential business leadership
Topics

- Interpersonal Communication Strategies
- Intercultural Communication Skills
- Conflict Management and Negotiation Skills
- Writing positive, negative, and persuasive business messages
- Business presentation skills
For questions, please contact:

Dr. Grace Xie:
grxxi@hku.hk
Academic advising
By Dr. Jasmine Kwong
What is academic advising?

- A developmental process to provide students with support to clarify their academic career and life goals.
- It also aims to encourage students to think critically when making choices with academic advisers’ guidance.
- Academic advising at HKU should result in students’ greater satisfaction and understanding of achieving their personal and academic goals.
Objectives of AA

- To facilitate freshmen to adapt to new university life.
- To help students to set academic and personal goals and ensure they understand the path to achieve these goals.
- To enable students to select courses and programmes appropriately under the new curriculum structure.
- To provide coherent academic advice to students through different channels: University, Faculties, halls of residence, CEDARS, etc.
Each year 1 student will be assigned to a faculty academic advisor and you will meet your advisor at least once per semester.

You are welcome to contact your advisor whenever you have any academic concerns.

There is also a school academic advisor which could give you more information if needed be and will give you appropriate guidance under different circumstances.

There is also an Academic Advising Office (AAO) if you encounter other problems.
Faculty of Business and Economics

Questions and Answers