Freshmen Handbook

CUHK Business School
Integrated BBA
(4-year Curriculum)

2015-16
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Important Notes for Course Selection

(1) First Year of Attendance
Students are strongly recommended to take the following courses in the first year of attendance:

(i) Faculty Package
Students are required to take three courses in the faculty package: DSME1030, DSME1040 and MGNT1020. Note that the three courses will be pre-assigned to all Year 1 students.

(ii) University Core
For details of University Core, please refer to the Undergraduate Student Handbook uploaded on the website of the Academic and Quality Section <http://www.cuhk.edu.hk/aqs> and the website of the Registration and Examinations Section <http://rgsntl.rgs.cuhk.edu.hk/rws_prd_life/re_menu/cft_100046456.asp>

(iii) Free Elective Courses
Students can register for other courses according to their own interests. For details, please refer to the Undergraduate Student Handbook uploaded on the website of the Academic and Quality Section <http://www.cuhk.edu.hk/aqs>.

(2) Second Year of Attendance or above

(i) Concentration Area
Faculty offers the following concentration areas:
1. Business Analytics
2. Business Economics
3. General Finance
4. Financial Engineering
5. Insurance and Risk Management
6. Management of International Business
8. Marketing
9. Quantitative Marketing
10. General Business
Students can declare their concentration area(s) only after they complete or register the courses required for the concentration(s) on CUSIS. According to the students’ interests and abilities, they may opt for either single or double concentrations.

If students cannot fulfill the requirement of any concentration areas during the minimum period of study, the Faculty of Business Administration reserves the right to require students to graduate with General Business as their concentration.

Notes for students who choose two concentration areas:

i) One course cannot be used to fulfill the requirements of two concentration areas except for specific courses as stipulated in the explanatory notes of the study scheme.

ii) The following combinations of concentration are impermissible:
   (a) General Finance + Financial Engineering
   (b) General Finance + Insurance and Risk Management
   (c) Insurance and Risk Management + Financial Engineering
   (d) Marketing + Quantitative Marketing

Recommended Course Pattern for Students Pursuing Single Concentration Area

Second Year of Attendance: ACCT2111, DSME2011, MKTG2010, ACCT2121, FINA2010 and one concentration required course.

Third Year of Attendance: DSME2030, DSME2051, MGNT2510, MGNT2610 and two concentration required courses.

Fourth Year of Attendance: MGNT4010 and two to three concentration required courses.

Recommended Course Pattern for Students Pursuing Double Concentration Areas

Second Year of Attendance: ACCT2111, DSME2011, MKTG2010, ACCT2121, FINA2010 and two concentration required courses.

Third Year of Attendance: DSME2030, DSME2051, MGNT2510,
MGNT2610 and three concentration required courses.

Fourth Year of Attendance: MGNT4010 and five to seven concentration required courses.

(ii) University Core

For details of University Core, please refer to the Undergraduate Student Handbook uploaded on the website of the Academic and Quality Section <http://www.cuhk.edu.hk/aqs> and the website of the Registration and Examinations Section <http://rgsntl.rgs.cuhk.edu.hk/rws_prd_life/re_menu/cft_100046456.asp>.

(iii) Free Elective Courses

Students should ensure that they have taken adequate units of free elective courses (at least 6 units outside BA Faculty) to add up to a minimum of 123 units to fulfill the graduation requirements.

(iv) Full-time Internship Program

After completing the first year of study, students may join the internship program organized by the Faculty of Business Administration on a voluntary basis. The full-time internship program usually begins in the summer term and may last till the summer term of the following year. Participating students will be benefitted from the integration of theory and practice in the workplace which will enhance their academic and career development. The unique learning experience gained in the immersion in the business world will equip students with rich professional knowledge, as well as developing soft skills to communicate and collaborate with people with diverse background.

Students planning to take up full-time internship during academic term(s) must seek prior approval from the Undergraduate Office, and submit application for suspension of studies to the Registration & Examinations Section. Upon completion of the internship program, students should continue with their studies at the University. For details of the application, please refer to the following site for the application procedures on suspension of studies: <http://www.bschool.cuhk.edu.hk/index.php/programs/undergraduate/overview-undergraduate/27-programs/undergraduate/1536-notice-board-integrated-bba>
(3) Course Load
First term/Second term: Minimum 9 units, Maximum 18 units per regular term
Summer Session: Maximum 6 units
(A student shall take no more than 6 units of courses in Summer Session except with prior permission of the Dean of Faculty of Business Administration.)
Whole Year: 39 units

(4) Course Selection
Students may logon CUSIS and pre-select courses they wish to enroll for 2015-16. The system function enables students to check whether their desired courses have any timetable conflicts and whether they meet the course enrolment rules.

Please note that ‘plan’ and ‘validate’ system functions just help students put their desired courses under the ‘Shopping Cart’. Student MUST logon CUSIS again during the actual course selection schedule to finish the final enrolment process.

Students are recommended to validate again their pre-select courses before the actual course selection, since any changes in timetable and course enrolment rules may affect the previous course validation results.

Pre-assigned courses will be uploaded onto CUSIS by the Registration and Examinations Section for new students. Students should check ‘My Class Schedule’ under CUSIS to make sure their desired courses under the Shopping Cart do not have time-clash with the pre-assigned classes.

On the actual course selection schedule, students MUST logon CUSIS and check again the pre-select courses under the ‘Shopping Cart’, then follow instructions to finish the remaining steps of course enrolment. The enrolment results will be made known immediately.

Course enrolment process is on a first-come first-served basis and at real-time mode, subject to fulfillment of course enrolment rules and availability of quotas.

For details, please refer to the website of the Registration and Examinations Section <http://rgsntl.rgs.cuhk.edu.hk/rws_prd_life/re_menu/cft_100046456.asp>
(5) Add/Drop
Students can make adjustments to their course enrolment by using the system functions of Add, Drop, Swap and Edit. For details, please visit the website of the Registration and Examinations Section <http://rgsntl.rgs.cuhk.edu.hk/rws_prd_life/re_menu/cft_100046456.asp>.

(6) Double Degree

Business Administration and Engineering (BBA-ERG)
Starting from 2007/08, the Faculty of Business Administration offers the double degree options to all Integrated BBA students. Students can pursue a second degree in the Faculty of Engineering (on the basis of self-financing). The following are possible combinations of the double degree options:

1. Integrated BBA and Biomedical Engineering
2. Integrated BBA and Computer Engineering
3. Integrated BBA and Computer Science
4. Integrated BBA and Electronic Engineering
5. Integrated BBA and Energy Engineering
6. Integrated BBA and Information Engineering
7. Integrated BBA and Mechanical and Automation Engineering
8. Integrated BBA and Systems Engineering and Engineering Management

Students may register for one of the following double degree options which are collaborated with the Faculty of Engineering:

1. Bachelor of Business Administration – Bachelor of Engineering (BBA-BEng)
2. Bachelor of Business Administration – Bachelor of Science (BBA-BSc)

The double degree options are designed to provide students with maximum flexibility to:

i) complete a BBA in their normative study period; or
ii) complete a BBA with a Minor offered by the Faculty of Engineering; or
iii) complete a BBA and, with one extra year of study on a self-financing basis, be awarded a BEng or BSc.

For details, please refer to the website of Faculty of Business Administration <http://www.bschool.cuhk.edu.hk/program/ibba/post.aspx?id=27a257&mid=2>.
Integrated BBA and Journalism and Communication (BBA - JLM)
Starting from 2012/13, the Faculty of Business Administration offers the double degree option in collaboration with the School of Journalism and Communication, which is,

Bachelor of Business Administration - Integrated BBA Program (BBA-IBBA)
and Bachelor of Social Science - Journalism and Communication Program (BSSc-JLM)

This option is open to all Integrated BBA students under the new 4-year curriculum after their first year of study. The normative study period for this option is 5 years with the final year of study on a self-financing basis. Students of this option can choose to:

1. complete a BBA in their normative period; or
2. complete a BBA with a Minor in the School of Journalism and Communication
3. complete a BBA and, with one extra year of study on a self-financing basis, be awarded a BSSc-JLM.

For details, please visit the website of this double degree option <http://www.com.cuhk.edu.hk/bba-jlm/indexeng.html>.

(7) Minor
Students may register for one or more minor programs. Those who wish to do so should plan early for the necessary course arrangements. For details, please contact the relevant department(s).
The Faculty of Business Administration (also known as the ‘CUHK Business School’) is responsible for the administration of the world class undergraduate and postgraduate business programs at the Chinese University of Hong Kong. Before the Chinese University of Hong Kong (CUHK) was founded in 1963, the three constituent colleges were responsible for the administration of their own undergraduate programs. In the mid ‘1970s after the three founding colleges and the central office moved to the Shatin campus, the Faculty of Business Administration of CUHK was established to coordinate the administration of all undergraduate business programs for CUHK, which was the first of its kind in Hong Kong. Six major programs were first offered by the three academic departments under the Faculty, namely the Departments of Accounting and Finance; Marketing and International Business; and Enterprise and Personnel Management. In 1986, three of the major programs were combined and transformed into the Integrated BBA and Professional Accountancy programs, which are still the most well-received business programs of the University. Following the rapid development of the world economy and the global business sector, the constituent departments of the Faculty were reviewed and restructured to six departments, of which each department is responsible for offering business courses under different disciplines. In 1990, the first cohort of students of the Integrated BBA and Professional Accountancy program graduated and formed the first batch of alumni of the Faculty, which served the society and business community in various positions making valuable contributions.

Since 1994, two program committees have been established for overseeing the business programs offered by the Faculty. The Committee on Graduate Studies in Business (CGS) is responsible for postgraduate studies whereas the Committee on Undergraduate Studies in Business (CUSB) oversees all undergraduate business programs.

Since its establishment, the Faculty had continuously reviewed its undergraduate curriculum and to offer new programs to meet with the ever-changing global business environment. In 1998 and 1999, the Quantitative Finance program (now known as the BSc in Quantitative Finance program) and the Hotel Management program (now called the BBA in Hotel and Tourism Management program) were introduced respectively. The prestigious BBA in Insurance, Financial and Actuarial Analysis and the Global Business Studies program were launched in 2002 and 2005.
respectively to nurture top business leaders, and the two programs were still highly sought by brilliant students nowadays.

With the importance of interdisciplinary programs which required students to acquire knowledge and skills in different disciplines emerged in the mid-2000’s, the Faculty of Business Administration joined hands with the Faculty of Law in 2007 to offer two double degree programs, namely the BBA-JD and LLB-BBA, to high caliber students, and the Faculty also collaborated with the Faculty of Engineering to offer a new double-degree program BEng-BBA. In 2009, the Faculty expanded its academic collaboration with the Faculty of Science to jointly offer the BSc in Quantitative Finance and Risk Management Science program, which offered students with double major options to prepare students to be experts in the field of financial and risk management. In 2010, the Faculty offered two new streams for its Integrated BBA program: The Asian Business Studies and International Business and Chinese Enterprise stream which provided students with cross disciplinary knowledge and cross-cultural exposure with students from partner institutions. The double degree option of BBA-JLM was launched in 2012 by the joint effort of the Faculty in partnership with the School of Journalism and Communication of the Faculty of Social Science, to groom students with solid business knowledge with professional training in journalism.

Currently, the administrative units of respective undergraduate programs offered by the Faculty of Business Administration, CUHK, are as follows:

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<tr>
<th>Program</th>
<th>Administrative Units</th>
<th>Website</th>
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<tr>
<td>Integrated BBA Program</td>
<td>Undergraduate Office (Room 616, 6/F, Cheng Yu Tung Building, No. 12, Chak Cheung Street Shatin, N.T., Hong Kong)</td>
<td><a href="http://www.bschool.cuhk.edu.hk/program/ibba/">http://www.bschool.cuhk.edu.hk/program/ibba/</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>[International Business and Chinese Enterprise : <a href="http://www.cuhk.edu.hk/prog/ibce">http://www.cuhk.edu.hk/prog/ibce</a>]</td>
</tr>
<tr>
<td>Course</td>
<td>General Office</td>
<td>Program Website</td>
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<tr>
<td>Professional Accountancy</td>
<td>General Office (Room 1001, 10/F, Cheng Yu Tung Building, No. 12, Shatin, N.T., Hong Kong)</td>
<td><a href="http://www.bschool.cuhk.edu.hk/index.php/programs/undergraduate/bba-in-professional-accountancy/program-overview">http://www.bschool.cuhk.edu.hk/index.php/programs/undergraduate/bba-in-professional-accountancy/program-overview</a></td>
</tr>
<tr>
<td>Quantitative Finance and Risk Management Science</td>
<td>Program Office: Department of Finance (Room 1201, 12/F, Cheng Yu Tung Building, No. 12, Shatin, N.T., Hong Kong) or Program Office: Department of Statistics (Room 119, Lady Shaw Building)</td>
<td><a href="http://www.cuhk.edu.hk/programs/undergraduate/bsc-in-quantitative-finance/program-overview">http://www.cuhk.edu.hk/programs/undergraduate/bsc-in-quantitative-finance/program-overview</a></td>
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Undergraduate Office

Undergraduate business students pursuing different programs will be assigned to respective administrative offices for academic matters as listed in the previous section. Nevertheless, the Undergraduate Office (UGO) of the Faculty is responsible for student matters of a population of over 3000 undergraduate students in the Faculty of Business Administration. The UGO provides both academic and non-academic services to all undergraduate students in the following three categories:

(1) Academic affairs: Course selection; add/drop arrangement; academic advising; course equivalence application; transfer of programs; declaration of concentrations; major and minor issues; suspension of studies; and scholarship;

(2) Experiential Learning: The coordination of student activities which nurture students’ non-academic development, including student exchange programs; student organizations; study tours, case competitions; community services; student orientation program and mentorship program; and

(3) Career Development: Graduate placement; internship; skills workshop; industry highlights; career planning and seminars.

Address
Room 616, 6/F, Cheng Yu Tung Building, No. 12, Chak Cheung Street
Shatin, N.T., Hong Kong

Office Hours
Monday – Thursday 8:45 am – 1:00 pm ; 2:00 pm – 5:30 pm
Friday 8:45 am – 1:00 pm ; 2:00 pm – 5:45 pm
(Closed on Saturdays, Sundays and Public Holidays)

Telephone
(852) 3943-7746

Fax
(852) 2603 5181
Email
cuhkbba@cuhk.edu.hk

Website

Facebook Page
https://www.facebook.com/CUHKBusinessUG
Holistic Experiential-learning Activities

UGO organizes various extra-curricular activities for students to enhance their personal development.

Undergraduate Mentorship Program
The Faculty of Business Administration co-organizes with the CUBBA Alumni Association to offer the "Undergraduate Mentorship Program" for business students. Business leaders who graduated from the CUHK Business School and serving a wide range of sectors are invited to serve as mentors, of which they will share their precious experience with current students and give them advice on their career and personal development.

Students will be paired up with alumni who are working in the business sector that they are interested in, and mentees are encouraged to meet with their mentors on a regular basis. Through close communication and interaction, students will not only acquire business knowledge and skills from successful alumni, but will also broaden their horizons and gain insight from their mentors. At present, there are over 150 mentors and 300 students participated in the mentorship program. The Program is successful in creating supportive mentoring relationships between alumni of CUHK business graduates (Mentors) and its undergraduates (Mentees), to facilitate students’ educational, social and personal growth.


Student Exchange Program
Students can also participate in exchange programs in renowned universities for one academic term or one academic year as coordinated by the Faculty, College or the Office of Academic Links (OAL). In 2014/15, more than 500 students from the Faculty had gone to different parts of the world as exchange students. The prestigious universities that are available for our students to study include:

- Cornell University
- Columbia University
- ETH Zurich
- National University of Singapore
- Peking University
- Queen's University
- The University of Texas at Austin
Students participated in the exchange programs have broadened their horizons and learned to appreciate people of different cultures. They could also apply for "Course and Unit Exemption". For details, please refer to the information at the links below:


<Website of OAL: http://www.oal.cuhk.edu.hk>

Internship Program
The Faculty of Business Administration coordinates with recruiters of various business sectors to offer valuable internship opportunities for business students over the years. Through internship, students can apply their knowledge learned from classrooms to the real business world, gain practical work experiences from the business community, understand the actual business operations and also enhance their interpersonal skills in the workplace. The different types of internship program available for students are:

Summer Internship Program
Work engagement during summer holiday (usually from Jun to Aug)

Semester Internship Program
- **Part-time internship**: working on a part-time basis throughout the academic year (with not more than 18 hours/week)
- **Full-time internship**: working as full time intern for one or two semester(s) with approved suspension of studies (For details, please refer to Guidelines for application of suspension of studies)

Last year, about 300 students were recommended to corporations such as:
- Bank of Tokyo-Mitsubishi UFJ
- Hang Seng Bank
- HSBC
- J.P. Morgan
- HKEx
- Ernst & Young
- PricewaterhouseCoopers
- Dairy Farm
- Jebsen
- Johnson & Johnson
- P&G
- Sony
- Hopewell
- New World

**E-Learning Platform**

“Soft Skills Mentor” is an e-Learning platform that aims at complementing the business knowledge acquired by students in the classroom to facilitate all undergraduate business students to be further equipped with the necessary “soft” skills in various areas such as problem-solving, communication and interpersonal skills, which in turn would better prepare themselves to meet the needs of the volatile and highly competitive business environment.

<Website: http://serverfarm.elearningpro.com/cuhk/softskillmentor/login/>

**Corporate Social Responsibility (CSR) Learning Activities**

Corporate Social Responsibility (CSR) is becoming more important in the modern world to bring a positive impact on the environment as well as to help the organization enhance its performance that will attain sustainability. In this sense, leaders of organizations must learn to balance the interests among different stakeholders to fulfill their responsibility to the community. The Faculty offers CSR Exchange Scholarship to all outgoing exchange students, with an aim to encourage students to participate in CSR-related activities during their exchange studies.

BBA Alumni Association of CUHK
The BBA Alumni Association of CUHK was formally established in 1995. The association has now more than 4,000 alumni members. Its objective is to promote friendship, cooperation and closer relationship amongst past business students, members of the Association, the Faculty, existing students and the business community. The association also updates alumni with the latest news of the society and the business community through various activities such as forums, thematic seminars and dinner gatherings. Students are welcome to join the alumni association upon graduation to continue their ties with the Faculty and the University.
<Website: http://www.cubbaalumni.org>
Student Organizations

The student organizations are all formed by undergraduate business students from different programs in the Faculty of Business Administration. The Society of Business Administration (BASO) is the Faculty-based student association. Each year, BASO organizes a variety of activities to help fellow students to broaden their horizons and extend their social network. The initiatives include activities pertaining to the Orientation Camp, BA Festival and BASO Journal. BASO also serves as a platform for the business students to establish connections with their counterparts in other institutions and with the business community through such activities as the Joint-University Business Dinner and special projects sponsored by business corporations.

Students also belong to the business societies of respective Colleges (i.e., Business Administration Society of the Chung Chi College (CCBA), Business Administration Society of the New Asia College (NABA), Business Administration Society of the United College (UCBA), Business Administration Society of the Shaw College (SCBA) and Business Administration Society of the Lee Woo Shing College (WSBA)), and respective major programs (i.e., Society of Accountancy, Student Union (CUSA), Society of Quantitative Finance (QFIS), Society of Hotel and Tourism Management (SoHo), Society of Insurance, Financial and Actuarial Analysis (SIFA) and Society of Global Economics and Finance (GEFS)).

The following student associations are also in close relationships with students of the Faculty of Business Administration:

The International Association of Students in Economics and Business Management (AIESEC)

Founded in 1948, the International Association of Students in Economics and Business Management (AIESEC), is an international, non-political and non-profit educational organization run by students. Its aim is to promote cultural exchange, love and peace among countries as well as to strengthen economic cooperation. Members of this organization are from universities of different countries. The subsidiary for the Chinese University of Hong Kong was set up in 1969. Large scale activities were held since then. Every year, members participate in training camps and international conferences so as to mingle with the university students of different countries.
Strategic Investment Society (SIS)
The aim of the Strategic Investment Society is to encourage students to pay more attention to Hong Kong's and the world's political and economic environments through participating in various activities like financial investment games. In addition, the Society organizes different activities to enable students to know more the political and economic events in Hong Kong and the world.

China Trade Society (CTS)
The China Trade Society was founded in 1985 by a group of students with keen interests in China's economics. The aim of the society is to enhance students' awareness in China's and Hong Kong's economies through various activities, such as database creation, exchange tours and exhibitions.

The Hong Kong Federation of Business Students (HKFBS)
The Hong Kong Federation of Business Students is a non-profit association with no political background. It is organized by the eight tertiary institutions of Hong Kong. Founded in 1985, members of the Federation are from the Chinese University of Hong Kong, the University of Hong Kong, the Hong Kong University of Science and Technology, the Hong Kong Polytechnic University, the City University of Hong Kong, the Hong Kong Baptist University, the Lingnan University and the Hong Kong Shue Yan University. All members of the associated organizations of the Faculty of Business Administration shall become ex-officio members of the Federation. They can participate in the major events which enhance their understanding of the business world.
Recognition and Encouragement

Beta Gamma Sigma

Beta Gamma Sigma was founded as an American national organization in 1913. It was the first national honor society in business, and was established through a merger of three separate societies established to honor academic achievement in business at the University of Wisconsin, University of Illinois and the University of California. Beta Gamma Sigma enters the 21st century knowing that its membership of 400,000 comprises the brightest and best of business leaders, and is the international honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. Outstanding undergraduate business students will be invited to join the Hong Kong Chapter of Beta Gamma Sigma, so that they can learn from and exchange with top business students and leaders around the world.


Dean’s List

Students who attained a Year GPA of 3.50 or above (out of 4.00) are eligible to be awarded on the Dean’s List. However, the total number of students on the Dean’s List for each academic year cannot exceed 10% of all BA undergraduates. In all cases, the Faculty reserves the right to make the final decision.
Integrated BBA Programs' College Coordinators
College Coordinators are the key persons to facilitate communication between students, Faculties and Colleges. Students can contact the College Coordinators regarding the College’s activities as well as other matters. The contact details of the different College Coordinators are as follows:

Chung Chi College
Prof. Dora Lau
Department of Management
Telephone : 3943-7793 / Email : doralau@baf.msmail.cuhk.edu.hk

New Asia College
Dr. Fred Ku
Department of Decision Sciences and Managerial Economics
Telephone : 3943-1686 / Email : fredku@baf.msmail.cuhk.edu.hk

United College
Prof. Vincent Lai
Department of Decision Sciences and Managerial Economics
Telephone : 3943-7811 / Email : vslai@baf.msmail.cuhk.edu.hk

Shaw College
Prof. Joseph W.W. Cheng
Department of Finance
Telephone : 3943-7904 / Email : joseph@baf.msmail.cuhk.edu.hk

Staff-Student Consultation Committee
The Staff-Student Consultation Committee is composed of academic staff and student representatives, which aims at improving the communication among members of the Faculty of Business Administration. Representatives from the student associations are invited to join the committee’s annual meeting to exchange views on academic and student matters.
Tips for Freshmen

University Life
Life at University is very different from that in secondary school. At the University, students must take initiatives to plan for their study.

It will be a good opportunity for students to practice individual thinking and rational judgment when they encounter difficulties during their university life. In the process of learning, students should not rely solely on the lecture notes in class. They should take the initiative to look for reference materials in libraries or through sources in the web. In case of needs, students may participate in the briefing sessions organized by the University Library.

Characters of a University Student
At the University, students should develop such a style which emphasizes on personal integrity and moral enhancement. These are important elements for becoming a responsible person in the future.

Apart from working hard on their studies, students should participate in different types of extracurricular activities after class. Students should broaden their horizons and learn to become a mature person with confidence and an analytical mind. They should keep abreast of latest business trend and market development so as to enhance their readiness to enter the business world upon graduation.

Lecturer-student Relationship
A course usually requires three hours of attendance per week.

Communication with lecturers in class is not enough. Students should take the initiative to discuss with their lecturers if they have any questions or comments. Lecturers are always happy to assist.

Academic Performance
- The University requires students to have GPA 1.5 (between D+ and C-) or above in each term.
- Students’ graduate degree honours are decided according to the two average points. These are major GPA and cumulative GPA of all courses.
Change of Study Period

- Students can apply for a change of study period if they participate in student exchange program or internship program. However, students, in their final term, cannot apply for extension of study period to participate in an internship program. For details, please refer to Guideline for application of suspension of studies:

- Students cannot extend a period of study in order to complete a second major or a second concentration.

Rules and Regulations

- Students shall observe all rules and regulations prescribed by the University authorities.

- Plagiarism is the act of using the work of others (in particular the writing of others) as one's own. The most obvious and substantial type of plagiarism is copying whole articles, sections, paragraphs or whole sentences from other publications without acknowledgement. This is clearly unacceptable. However, even the use of a few words or paraphrasing (without actually copying any words at all) may constitute plagiarism if the source is not acknowledged. Students sometimes unintentionally plagiarize because they are not aware of the very stringent rules that apply. If material is taken from a source, there shall be proper quotes and acknowledgements. Student should refer to “Honesty in Academic Work” in Undergraduate Student Handbook or the CUHK website.
  <http://www.cuhk.edu.hk/policy/academichonesty>
Seek Help
Students can contact the following units for assistance:

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<thead>
<tr>
<th>Question Type</th>
<th>Units</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated BBA Program and other academic issues</td>
<td>Academic staff/ Associate Dean (Undergraduate Studies)/ Program Administration and Academic Advising Division of UGO</td>
<td></td>
</tr>
<tr>
<td>Financial Aids</td>
<td>Office of Admissions and Financial Aid and Colleges</td>
<td></td>
</tr>
<tr>
<td>Career Planning</td>
<td>Career Planning and Development Centre/ Student Career Planning and Development Division of UGO</td>
<td></td>
</tr>
<tr>
<td>Student Counselling</td>
<td>Student Counselling and Development Service, Office of Student Affairs</td>
<td></td>
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For non-local students, please contact Learning Enhancement Officers of the Office of Student Affairs. Telephone: 3943-1766; Email: leos@cuhk.edu.hk
**Important Notes and Dates**

**Important Notes**

- An email account will be assigned to each student. The Faculty and departments will send information and notices to students by emails. Students should check their emails every day to avoid missing any important information. In addition, students should also pay attention to new information of Online Application in the Undergraduate Student Database [http://www3.baf.cuhk.edu.hk/bbaDB](http://www3.baf.cuhk.edu.hk/bbaDB), UGO student activities and applications are often announced through this channel.

- For the convenience of handling scholarships, Summer Internship Program and other matters, students should provide Online Resume through the Undergraduate Student Database. UGO will select students to participate in these activities based on the resume and information provided by students. Therefore, it is the students’ responsibility to ensure that the data/information provided is accurate and up-to-date.

**Important Dates**

**2015**
- 7 September: First day of class of the First Term
- 14 - 25 September: Add/Drop for First Term
- 24 October: Orientation Day for Undergraduate Admissions

**2016**
- 11 January: First day of class of the Second Term
- 18 - 29 January: Add/Drop for Second Term
- April (TBC): Application for Summer Session
- 16 May - 2 July: University Summer Session
### Study Plan for Integrated BBA Students
who need to complete at least 123 units

<table>
<thead>
<tr>
<th>Unit Requirement</th>
<th>Courses</th>
<th>Year of study when taking this course</th>
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<tbody>
<tr>
<td>Faculty Package (9)</td>
<td>DSME 1030</td>
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<td>DSME 1040</td>
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<td>MGMT 1020</td>
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<td>Minimum Required</td>
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<td>ACCT 2121</td>
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<td>DSME 2011</td>
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<td>DSME 2051</td>
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<td>MGMT 2510</td>
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### Courses

- **Foundation GE (6)**
- **Others (9)**
- **Chinese (6)**
- **English (9)**
- **IT (1)**
- **Physical Education (2)**
- **Others** Depends (a)

**Total Units:**

(a) Students should ensure that they have taken adequate units of free elective courses (at least 6 units outside BA Faculty) to add up a minimum of 123 units.