

Bachelor of Business Administration (BBA)

A University of Southern Queensland, Australia, program delivered by *Advanced Contemporary Education Institute (Hong Kong)*

Advanced Contemporary Education Institute (A.C.E.I) provides quality post secondary and tertiary level studies for students of all ages pursuing further education and career development. We offer a range of degree programs for secondary school leavers, executive and entrepreneurs. We also have para-professional courses aimed at individuals wanting to learn how to improve their entrepreneurial skills.

A.C.E.I has aligned with the University of Southern Queensland (USQ), Australia, to deliver the Bachelor of Business Administration (BBA) program in Hong Kong. USQ's business degrees are practical and career orientated, offering you the knowledge and skills to fulfill your career or personal goals. As a USQ business graduate, you will be employable in a vast range of business related industries worldwide.

USQ is renowned for its academic excellence in providing flexible distance learning and on-campus programs. Recognition from independent bodies includes:

2009 USQ placed 1st Queensland and 4th in Australia in an independent Student Satisfaction Survey. Sweeney Research surveyed 5000 students from 30 Australian universities

2008 USQ Library placed 1st in Australia in a Client Satisfaction Survey

2008 Four individuals and two teams of USQ staff were awarded Australian Learning and Teaching Council Citations for Outstanding Contributions to Student Learning

2007 Carrick Institute for Learning and Teaching in Higher Education Awards for Programs that Enhance Learning

2007 Carrick Citations for Outstanding Contributions to Student Learning

2006 Carrick Awards for Excellence in Australian University Teaching
2005 Distance Education Training Council Accreditation

2005 Distance Education Training Council Accreditation

2004 Commonwealth of Learning Award of Excellence for Institutional Achievement

BACHELOR OF BUSINESS ADMINISTRATION (BBA) **COURSE REG. NO. 210904**

Program aims:

Students can choose to specialise in Finance, Management and Leadership, Marketing, and Human Resource Management. This program is a generalist degree aimed at equipping students with a broad understanding of how organisations operate in different environmental contexts, private, and public. It exposes students to a wide range of issues and challenges faced by managers as they strive to make organisations successful, sustainable and responsible stakeholders in society. Students develop relevant conceptual, analytical, functional, and operational capabilities to equip them to confidently address a range of organisational and managerial challenges in contemporary organisations.

Program objectives:

On the successful completion of the Bachelor of Business Administration, graduates will be able to:

- Demonstrate an understanding of the general managerial concepts, processes and principles relevant to the functioning of various types of organisations, and apply relevant principles in managing various systems, processes and functions in organisations, such as communications, marketing, and people.
- Analyse the environments within which organisations operate and consider managerial implications, and apply relevant principles in making decisions about matters that relate to the resources used by organisations, such as financial, human and information-related resources.
- Demonstrate effective communication and interpersonal capabilities, and understanding of the importance of high ethical standards and socially responsible organisational practices and processes.

Program structure:

Bachelor of Business Administration (24 units)

The Bachelor of Business Administration is a 24 course program and comprises the following:

- 8 compulsory core courses (8 units)
- 3 compulsory 4-unit minors chosen from the schedule of minors or any other minor or option approved by the Director of Undergraduate Studies (12 units)
- 2 elective courses (4 units)
- **Total of 24 units**

Compulsory Courses	Enrolment Requirement:
The following 10 compulsory courses:	
CIS1000 Information System Concepts	
ACC1101 Accounting for Decision-Making	
MGT1000 Organizational Behavior	
LAW1101 Introduction to Law	
FIN1101 Financial Management	Pre-req: ACC1101
MKT1001 Introduction to Marketing	
MGT1200 Business Communication	
MGT2002 Managing Organisations	

Minor studies: students to choose 3 minor studies from the following:

Management and Leadership	Enrolment Requirement:
(Select 4 of the following courses)	
MGT2007 Leadership	
MGT3001 International Management	
MGT3002 Leading Organisational Change	Pre-req: MGT1000, MKT1001
MGT3004 Creativity, Innovation and Entrepreneurship	

MGT3001	International Management	
Finance		Enrolment Requirement:
FIN1103	Financial Markets	
FIN2101	Finance Theory and Application	Pre-req: FIN1101, STA2300, FIN1103
FIN2105	Portfolio Management	
FIN3106	International Finance	Pre-req: FIN1101
Marketing (Select 4 of the following courses)		Enrolment Requirement:
MKT2002	International Marketing	Pre-req: MKT1001
MKT2012	Services Marketing	Pre-req: MKT1001
MKT1002	Consumer Behavior	Co: MKT1001
MKT2001	Promotion Management	Pre-req: MKT1001 Co: MKT1002
MKT3001	Market Research	
MKT3006	Small & Medium Enterprise Development	
MKT3007	Marketing Strategy	Pre-req: MKT1001, MKT1002
Human Resource Management (Select 4 of the following courses)		Enrolment Requirement:
MGT1001	Human Resource Management	
MGT2000	Staffing and Remuneration	
MGT2004	People Development	
MGT2006	Employment Relations	
MGT3001	International Management	

Exemption:

Candidates for admission to the BBA program may be eligible for **up to 12 units of exemption** on the basis of successful completion of relevant, equivalent tertiary or undergraduate study from a recognized university or institution offering equivalent study. Exemptions approved in this program will not automatically apply to other programs offered by USQ.

Claims for exemptions for previous study should be submitted prior to, or at the time of, enrolment. Each claim will be assessed on individual merit in line with the Faculty's Exemptions policies.

Admission criteria:

- Successful completion of the USQ Foundation Studies Program; or
- Successful completion of the USQ UNIPREP Program; or
- HKALE A-Levels or GCE A-Levels; or
- Successful completion of a Diploma/ Advanced Diploma/ Higher Certificate/ Certificate in the business, finance, accounting, finance, IT fields or its equivalent; or
- Students who are aged 21 or above can apply as a mature entry student into BBA Programs

English language proficiency requirements:

- TOEFL 550 or above; or
- IELTS 6.0 or above with no sub score less than 5.5; or
- HKALE English Grade E or above; or
- GCE O Level Grade C or above

Note: Each application will be assessed on a case-by-case basis. Exemptions granted may vary between individuals.

Fees:

Application fee

- A HKD \$300.00 non-refundable application fee is payable upon the submission of an application.

Tuition fee

- The tuition fee for each unit/credit is HKD \$7500.00

Note: All payments should be made payable to "Advanced Contemporary Education Institute". USQ Australia and A.C.E.I reserve the right to effect any changes. Please contact A.C.E.I for confirmation.

Application procedure:

- Applicant can visit A.C.E.I office; or
- Applicant can download application form from www.acei.edu.hk
- Make an appointment with our education consultants at A.C.E.I for a free consultation without obligation regarding USQ and its programs.

Please submit your completed application form to:

Advanced Contemporary Education Institute (A.C.E.I.)
Room 202, Floor 2, Two Grand Tower
625 Nathan Road, Kowloon, Hong Kong

Please provide the following:

- Identity documents (Hong Kong ID Card/ Passport)
- Originals of Certificate/Diploma/Degree and Official Transcripts
- 2 sets of copies of Certificate/Diploma/Degree and Official Transcripts
- Original copies of academic or job related testimonials, reference letter or awards certificates

When to apply:

All applications are subjected to approval by USQ Australia. Enrolment is on a semester basis, and there are three consecutive semesters per year:

Application deadline for 2010: Semester 1, 18th Feb 2010

Semester 2, 30th Jun 2010

Semester 3, 27th Oct 2010

Notes: Dates are subject to change. For details of important dates, please contact A.C.E.I for confirmation.

What support is offered at A.C.E.I:

- **Easy access to staff** – There are full-time local tutors in Hong Kong who are friendly and accessible. Students can also join in online discussion groups with students studying in Australia.
- **Quality tutorial support service** – A.C.E.I has in place an experienced team of academics and professionals from within the business field to provide students with guidance and assistance with the study units.
- **Textbooks** – You can buy new textbooks by mail order through the USQ Bookshop, information about ordering your text book can be found at <http://bookshop.usq.edu.au>
- **Study package** – the study package is a week-by-week guide to the material you need to cover in a course. It will contain study notes and self-assessment exercises, such as questions, activities and tests, to help you check your study progress and understanding. It may also contain carefully chosen readings, an audiotape or a computer disk with extra information.
- **Online Library services** – The USQ Online Library offers an extensive range of academic materials and publications such as journal articles, newspaper articles, world wide databases, research theses and many more to distance education students. University librarians can help you to obtain reference materials for assignments, and offer advice on additional reading materials. You can contact the librarians by telephone (+61 7 4631 2589), fax (+61 7 4631 2920) or email (offcamp@usq.edu.au).
- **Online discussion board** – The online discussion board is an informal interactive area where USQ teaching staff and USQ students from all over the world get together and exchange valuable ideas, brainstorm new ideas, swap study tips, and discuss assignments.
- **Assessment** - The way you are assessed for a grade varies for each unit. Details are provided in your study package. To complete each unit, you usually have to send in several assignments or report by scheduled due dates. Completed assignments are returned to you with a grade and helpful comments to further assist your learning. You may also be required to sit a final exam.

Examinations:

USQ organises exam centers all over Australia and overseas. Students can sit their exams at a center near her/his home. Students who enrol through A.C.E.I sit their exams at:

The Hong Kong Examination and Assessment Authority

17 Tsuek Luk Street, San Po Kong, Kowloon, Hong Kong

Examinations are held during a two week period at the end of each semester. Examinations are mostly 2 hours duration, although some examinations will take 3 hours.

Contact us:

Should you have any enquiries, please do not hesitate to contact A.C.E.I at:

Advanced Contemporary Education Institute (A.C.E.I.)

Room 202, Floor 2, Two Grand Tower

625 Nathan Road, Kowloon, Hong Kong

Tel: (852) 2314 4688

Fax: (852) 2314 4683

E-mail: info@acei.edu.hk

Website: www.acei.edu.hk

Note: Information presented here is correct as at the date of publication (11 Jan 2010). Please note that conditions are subject to change. For up to date information, please seek confirmation from Advanced Contemporary Education Institute (HK).