

BBA in ACCT
Program Learning Goals and Objectives
 (Re-edited on July 15, 2008)

1. Goal: Graduates will be critical and creative thinkers who make effective decisions supported by analytical and quantitative techniques.

Objectives: Graduates will:

- Analyze the core issues and weigh the significance of key assumptions used in business decision-making scenarios.
- Solve business problems using appropriate quantitative and analytical techniques.
- Approach business problems from alternative perspectives and consider unconventional concepts and solutions.
- Defend reasoned solutions to business problems.

Courses related to the learning goal:

Core Courses	Required Courses
ACCT 101 ECON110 FINA111	ACCT 201 ACCT 202 ACCT 220
ISOM 111 ISOM 161 MARK 112	ACCT 221 ACCT 261 ACCT 341
MGTO 121 MGTO 222 LABU 101	ACCT 351 ACCT 361 ECON 112
LANG 111 LANG201	MGTO 321

2. Goal: Graduates will be effective communicators in oral and written English and Chinese for general business applications.

Objectives: Graduates will:

- Produce professional quality business documents in English and Chinese.
- Deliver a professional quality presentation in English and Chinese.
- Communicate ideas persuasively to inform and convince others.

Courses related to the learning goal:

Core Courses	Required Courses
ACCT 101 ECON 110 ISOM 101 MARK 112	ACCT 361 (P,A)
MGTO 121 LABU 101 LANG 111 LANG 201	MGTO 321

3. Goal: Graduates will have broad understanding of the core business functions and integrate these functions to solve business problems.

Objectives: Graduates will:

- Articulate contributions made by functional areas to the overall well-being of an organization.

- Decide how one functional area impacts another.
- Identify the key functional areas that are involved in specific business problems and explain if and how they are interrelated.
- Connect different functional areas to formulate integrated solutions.

Courses related to the learning goal:

Core Courses	Required Courses
ACCT 101 FINA111 ISOM 101 ISOM 111 ISOM 161 MARK 112 MGTO 222	ACCT 188 ACCT 220 ACCT 221 ACCT 361 ECON 112 MGTO 321

4. Goal: Graduates will have in-depth grasp of their area of business concentration or major.

Objectives: Graduates will:

- Apply financial accounting frameworks to business situations. Including:
 1. Identify the information needs of financial statements users and produce accounting information to satisfy those needs
 2. Demonstrate an understanding of the external reporting requirements of organizations.
 3. Identify, collect, measure, analyze and interpret financial information.
- Apply auditing theories, standards, and procedures to the practice of accounting. Including:
 1. Design and implement methodologies for examining, verifying, evaluating and reporting on the financial statements of organizations.
 2. Design and implement methodologies for examining, verifying, evaluating and reporting on the level of compliance of activities, systems or processes within organizations with internally or externally generated policies, standards, legislation or other requirements.
- Apply management accounting frameworks to financial decision-making, performance measurement and internal control.
- Advise on Hong Kong tax issues in relation to both individual and business entities.
- Apply financial management skills to formulate financial strategies, assess financial risk and manage financing operations in organizations.
- Demonstrate a mastery of the legal and regulatory environment of business, including the law relating to business transactions and business entities.
- Conduct or interpret applied research in their area of concentration.

Courses related to the learning goal:

Core Courses	Required Courses
ACCT 101 FINA 111	ACCT 201 ACCT 202 ACCT 220 ACCT 221 ACCT 261 ACCT 301 ACCT 341 ACCT 351 ACCT 361

5. Goal: Graduates will be effective team members and leaders.

Objectives: Graduates will:

- Demonstrate an understanding of team dynamics and the various roles played within the team.
- Contribute to the successful and timely completion of a group project in line with their roles in teams.
- Collaborate positively by actively seeking and engaging in discussion of the views of others while showing sensitivity to opposing views.
- Demonstrate the ability to lead a team to success.

Courses related to the learning goal:

Core Courses	Required Courses
MARK 112 MGTO 121 LABU 101 LANG 201	

6. Goal: Graduates will be effective in multi-cultural and international settings.

Objectives: Graduates will:

- Demonstrate a global outlook and an understanding of cultural diversity, as evidenced by an understanding of globalization, the dimensions along which cultures vary and the implications of both for business.
- Implement appropriate processes and behaviors for different cultural settings and audiences.
- Demonstrate an understanding of the international dimensions of accounting
- Demonstrate an understanding of the regulatory environment of accounting in Mainland China

Courses related to the learning goal:

Core Courses	Required Courses
ECON 110 ISOM 161 MARK 112 MGTO 121 LABU 101 LANG 201	ACCT 188 ACCT 201 ACCT 202 ACCT 301 ACCT 351 ACCT 361 ECON 112 MGTO 321

7. Goal: Graduates will be effective users of information technology in business applications.

Objectives: Graduates will:

- Locate, gather, and organize information using appropriate information technology and systems.
- Demonstrate an understanding of the design and the application of information technology to management information systems

Courses related to the learning goal:

Core Courses	Required Courses
FINA111 ISOM 111 ISOM 101 ISOM 161 MARK 112 MGTO 222	ACCT 202 ACCT 220 ACCT 351 ACCT 361

8. Goal: Graduates will understand their professional and ethical responsibility.

Objectives: Graduates will:

- Be able to explain the role played by accountants in providing and ensuring the integrity of financial and related information.
- Know the professional code of conduct in accounting.
- Identify the activities/issues in the accounting profession that may present ethical challenges, and will articulate the consequences associated with unethical behavior.
- Identify an ethical dilemma in a scenario case of business and accounting and apply professional ethical standards to propose and defend a resolution.

Courses related to the learning goal:

Core Courses	Required Courses
ACCT 101 ECON 110 ISOM 101	ACCT 188 ACCT 201 ACCT 202 ACCT 220
ISOM 161 MARK 112 MGTO 222	ACCT 221 ACCT 261 ACCT 341 ACCT 351
LABU 101 LANG 201	ACCT 361 MGTO 321

9. Goal: Graduates will be life-long learners who have an inquiring mind characterized by a love for learning, curiosity, a critical spirit and self-monitoring of their own learning.

Objectives: Graduates will:

- Articulate personal skills and abilities acknowledging personal strengths and weaknesses
- Set personal and professional goals, develop plans to achieve these, monitor their implementation and seek feedback from others in assessing achievement of these goals
- Identify areas of further learning to improve performance in achieving current tasks and future goals.

Courses related to the learning goal:

Core Courses	Required Courses
MARK 112	ACCT 188 ACCT 361