

Bachelor of Business Administration (Honours) in **FINANCIAL ANALYSIS** (BBA-FA) 金融分析工商管理(榮譽)學士



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN FINANCIAL ANALYSIS

ABOUT THE PROGRAMME

Financial analysis is the process of evaluating businesses, projects, budgets and other finance-related issues of a company in order to determine the investment suitability. It generally relates to a broad area of appraisal in finance on any economic systems.

The BBA in Financial Analysis Programme is predominately investment focused, ie asking the question - “is it worth investing?” Students would obtain a comprehensive and balanced perspective of the role of financial analysis in the overall institutional framework context, enabling them to have a deep analysis of the company and industry.

PROGRAMME AIMS & OBJECTIVES

The Programme aims to equip students with core financial analytical skills to become an effective investment professional. Specifically, the Programme will:

- provide students with the practical knowledge and authentic skills necessary in the global investment profession;
- develop students’ financial analytical ability to evaluate alternatives rationally for the purpose of making informed decision; and
- allow students to appreciate the interface between financial analysis and other areas, such as economics, management, investments, financial markets, international finance, financial services and corporate strategy.

Q: What is special about BBA in Financial Analysis?

A: The beauty of our Programme is that the BBA aspect is more of a generalist designation while you also have the benefit of studying specialisation in the financial analysis modules. Generally, this Programme gears students up to work in the investment field and ultimately want to end up in investment management in their careers.

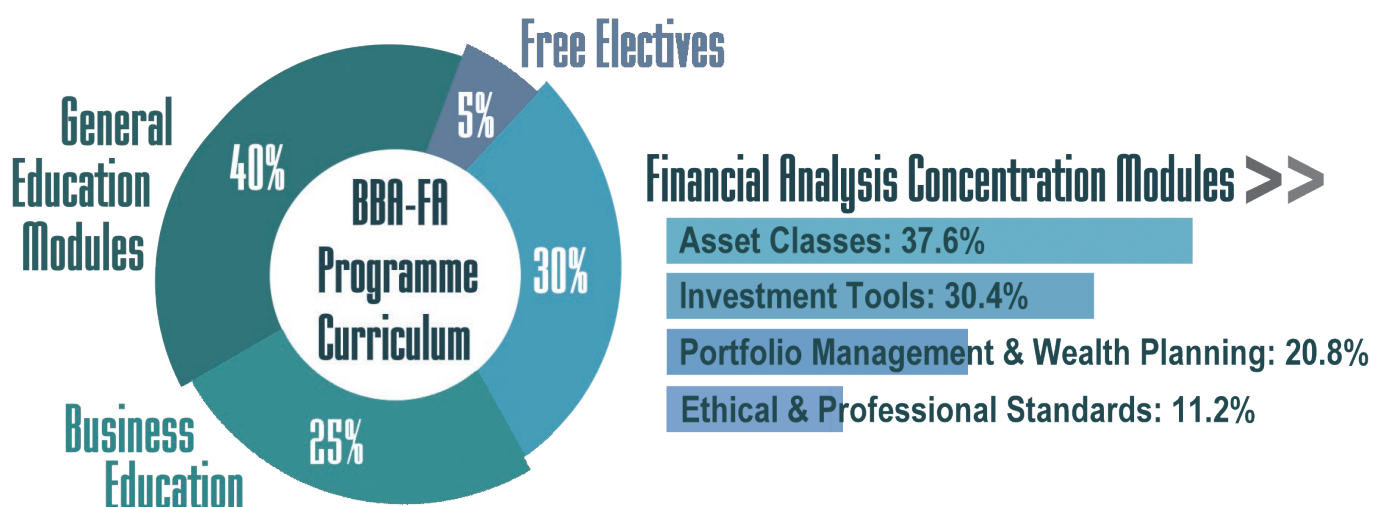
Q: Who should study the Programme?

A: Anyone who has a keen interest going into the finance and investment industry and wants to develop a career being an analyst. It is also suitable for students who want to use the skills developed from the Programme for general business management including entrepreneurship.



PROGRAMME CURRICULUM

BBA in Financial Analysis is a four-year programme. There are two semesters of 15 weeks per year. Each module consists of three credits; each credit consists of a minimum of 15 contact hours. Students are required to study at least 40 modules of 120 credits in total.



Being built on the foundation of the 'Financial Analyst' role, the Programme closely follows the core competency of the recognised professional standard known as the Candidate Body of Knowledge™ (CBOK). Modules in the Financial Analysis area are intended to track the four major aspects of the CBOK, namely Asset Classes, Investment Tools, Portfolio Management and Wealth Planning, and Ethical and Professional Standards.

Fundamentals of financial analysis and investment decision making are complemented by Business and General Education modules. Business modules provide students with a broad foundation in business education and help them to develop business acumen. General Education modules are intended to strengthen students' general skills, increase their knowledge in local and global affairs, and broaden their horizons.

University Affiliation Program  **CFA Institute®**



PROGRAMME CURRICULUM

Academic Structure (Core Modules)

Study Area	Year 1	Year 2	Year 3	Year 4
Common Core Curriculum (15 modules)	<ul style="list-style-type: none"> Freshman Chinese Chinese Literature Appreciation English for Effective Communication English for Academic Purposes Perspectives on General Education Probability and Statistics 	<ul style="list-style-type: none"> Putonghua for Business English for Business Communication Information Systems in Business 		
		GE (Humanities) GE (Social Sciences) GE (Science, Medicine and Technology) GE (Moral Reasoning) Two GE Electives		
Business Education (10 modules)	<ul style="list-style-type: none"> Financial Accounting Principles of Management Business Economics 1 Business Economics 2 	<ul style="list-style-type: none"> Corporate Accounting 1 Hong Kong Business Law Quantitative Methods for Business Management Financial Management[#] 	<ul style="list-style-type: none"> Principles of Marketing 	<ul style="list-style-type: none"> Business Policy and Strategy
Financial Analysis (12 modules)			<ul style="list-style-type: none"> Financial Statement Analysis* Financial Institutions and Markets* Principles of Investments[#] Corporate Finance* Fixed Income Securities* Financial Derivatives* 	<ul style="list-style-type: none"> Portfolio Management* Ethics in Financial Analysis* Wealth Management* Alternative Investments* Two FA Electives
Others (3 modules)		Three Free Electives		

Examples of Financial Analysis Electives

- Introduction to Econometrics
- Real Estate Finance and Investment
- Global Securities Operations and its Risks Management*
- Financial Institution Management
- Personal Financial Planning
- Credit Risk Management
- International Finance*
- Treasury Management*
- Hong Kong Banking and Finance Law
- Financial Regulation and Compliance*
- Equity Valuation*
- Financial Software Application and Trading Workshop*
- Senior Year Project

* Minor electives offered to other programmes

[#] Minor required modules offered to other programmes



GRADUATE ARTICULATION

Career Prospects

Graduates would naturally place themselves to take advantage of the growth in the financial services and business sectors whether in investment banking, securities industry or other business environment performing the role of an analyst.

Professional Recognition

Graduates would be able to apply the acquired competencies to undertake examinations from professional bodies in the financial analysis or investment management field.

Further Studies

Graduates also have the option to pursue further higher level degrees.



Q: What does a Financial Analyst do?

A: A Financial Analyst executes financial analysis for clients (or investors) as a core part of the job. He or she normally performs analysis by gathering information, assembling spreadsheets, writing reports, and reviewing all non-legal pertinent information about prospective investment or transactions.

Q: Do I need to obtain BBA in Financial Analysis qualification to have a finance career? Is there any benefit in doing so?

A: It really depends on what you want to do. The BBA in Financial Analysis qualification is a specialised credential that focuses mostly on investment-related topics. If you want to analyse securities, or if someone wants to specifically work in the investment management area as an analyst or portfolio manager, the Programme makes a lot of sense and will set you up to position for the CFA examination to advance your career.

Q: BBA in Financial Analysis has been accepted into the CFA Institute University Recognition Program. What does it mean to be a CFA recognised university?

A: This recognition status is granted to BBA in Financial Analysis on the basis that 70% of the CFA Program Candidate Body of Knowledge (CBOK) has been incorporated into the Programme. This gives students a solid grounding in the CBOK and positions them well to sit for the CFA exams.

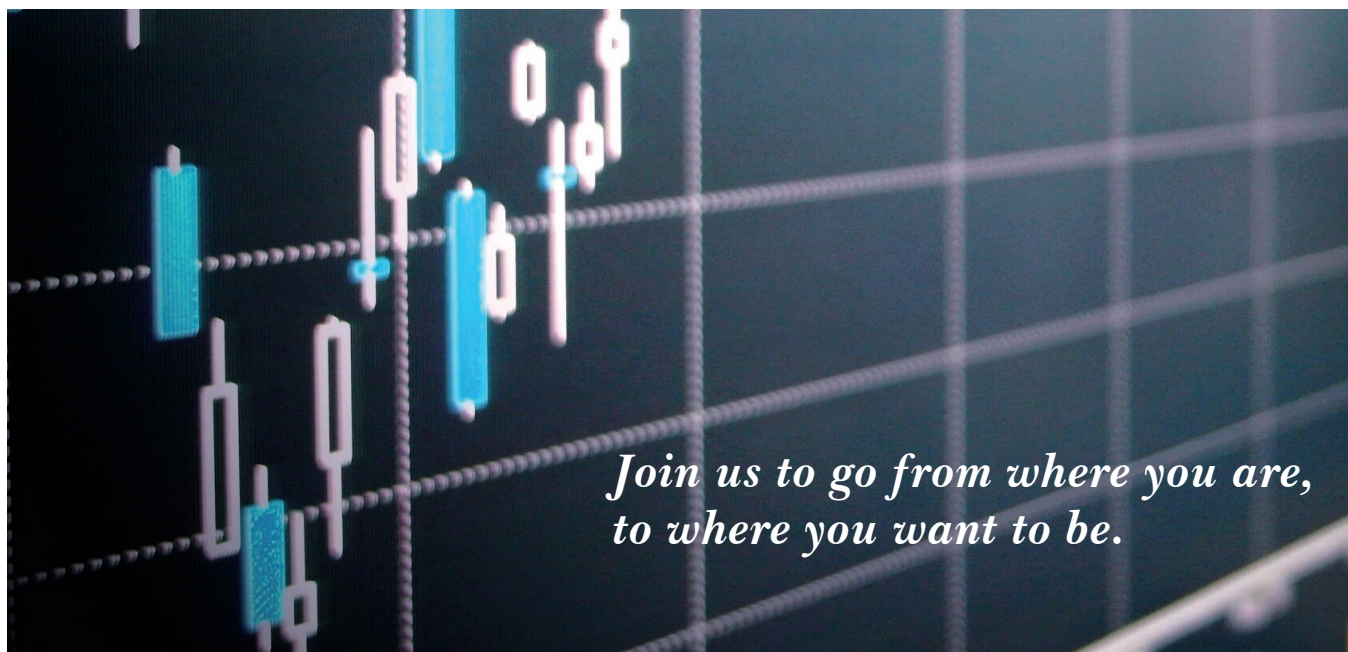
Q: Do I get any exemption from CFA when I graduate from the Programme?

A: The Programme equips students with the CFA Candidate Body of Knowledge and prepares students to take CFA level 1 examination. However, CFA would not normally grant exemptions on any programmes.



Financial Trading Laboratory

A state-of-the-art Financial Trading Laboratory provides students with hands on trading experience through the usage of Bloomberg. The Financial Trading Laboratory is the first of its kind among self-financing tertiary institutions in Hong Kong.



*Join us to go from where you are,
to where you want to be.*

Q: Can you give me some ideas of learning examples?

A: Taking asset valuation as an example, there are generally different ways to value a company. Students will learn the three main ways to value a company namely discounted cash flow analysis, comparable company analysis and comparable transaction multiples analysis. Within this, lecturers will point out the suitability of these techniques for different types of companies and upon the circumstances.

Q: What are the differences between the BBA in Financial Analysis Programme of The Hang Seng University of Hong Kong (HSUHK) and Quantitative Finance degree programmes offered by other institutions?

A: Most of the Quantitative Finance Bachelor degree programmes in Hong Kong have BSc designation and are predominately rich in mathematical modeling and computation aspect of financial valuation. They tend to have stronger risk management and financial engineering flavours.

On the other hand, HSUHK's BBA in Financial Analysis is application oriented with emphasis on analytical techniques and methodologies that are widely applied in the investment industry. Consequently, it has strong investment flavours.

STUDENT ENRICHMENT OPPORTUNITIES

Internship Programme

HSUHK considers internship to be an effective learning tool for students. The on-the-job training and close supervision of internship projects help students to integrate textbook knowledge with practice, making the learning experience even more rewarding and challenging.

Exchange Programme

HSUHK has also engaged in exchange partnerships with overseas institutions in Asia, Europe and North America. Students can take this opportunity to broaden their horizons and gain international exposure.



ASIA

- China
- Japan
- Malaysia
- South Korea
- Taiwan

EUROPE

- Austria
- Belgium
- Finland
- France
- Germany
- Latvia
- Netherlands
- Sweden

NORTH AMERICA

- Canada
- USA

Q: Can I switch to another HSUHK degree programme after the first year?

A: Generally, HSUHK would recommend students to consider carefully on the suitability of the desired degree programme to enrol. However, HSUHK also recognises that students may have a “change of mind” situation during the course of study. Even though it is generally not encouraged, students can request to transfer to another HSUHK degree programme. However, as programmes vary from one to another, the acceptance of transfer is subject to the assessment of the prospective programme.

Q: What qualities does the BBA-FA Programme seek from applicants?

A: Applicants are expected to demonstrate proficiency in both English and Mathematics.



ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants can submit their applications through the HSUHK Online Application System.
For further enquiries, please contact the Registry.
申請者可透過香港恒生大學網上入學申請系統申請。如有進一步查詢，請聯絡本校教務處。

Tel 電話	: 3963 5555
Fax 傳真	: 3963 5553
Website 網頁	: www.hsu.edu.hk
Programme Email 課程查詢	: eaf@hsu.edu.hk
Admission Email 入學查詢	: ugadmission@hsu.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

In case of discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.
本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.
香港恒生大學是一間於香港註冊成立之擔保有限公司。

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