

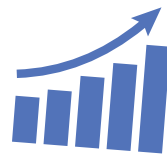
# Bachelor of **BUSINESS** **ADMINISTRATION** (Honours) (BBA)

工商管理（榮譽）學士

Marketing



Banking  
and  
Finance



Accounting



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

# Bachelor of Business Administration (Honours) (BBA)

## 工商管理（榮譽）學士課程

### Programme Overview

#### 課程概覽

The Bachelor of Business Administration (Honours) Programme is the undergraduate programme with the largest student population in The Hong Kong University of Hong Kong (HSUHK). The Programme is designed to train professional and responsible leaders for the workplace and to prepare students for postgraduate studies. Upon graduation, students will be equipped with the necessary skills and knowledge to take up business related professions.

工商管理（榮譽）學士課程是香港恒生大學（恒大）最多學生修讀的學士課程。本課程主要目的是培育商學專業人才及為準備升讀研究生課程的同學而設。學生畢業後，他們應具備必須的技能和專業知識，以便從事與工商管理有關的工作。



# 4

**Years**  
年制

2 semesters per  
year; 15 weeks per  
semester.

每年分上下學期，  
每學期15週。

# 40

**Modules**  
個單元

of  
共

# 120

**Credits**  
個學分

# 3

**Study Areas**  
大學習範疇

- Common Core Curriculum  
共同核心課程
- Business Education  
商學教育
- 3 Concentrations  
3 大專修範疇

- Accounting  
會計學
- Banking and Finance  
銀行及金融學
- Marketing  
市場學



## Programme Intended Learning Outcomes

### 課程預期學習成效

Upon completion of the BBA (Honours) Programme, students are able to:

完成工商管理（榮譽）學士課程後，學生能夠：

- **Empower** professional and personal challenges through the application of inter-disciplinary and multi-disciplinary knowledge acquired  
靈活運用跨學科知識，以應對專業及個人挑戰
- **Command** effective communication skill in different business environments, work as team players to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning  
具備良好商務溝通能力及團隊合作精神，融匯各項技能及知識，以持續個人的終身學習
- **Evaluate** own contributions and responsibilities in becoming professional and responsible employees, business leaders and business partners  
衡量個人的貢獻和責任，成為專業和有責任心的僱員、商業領袖及商業夥伴
- **Prepare** broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies  
具備廣闊視野，積極探究環球議題，以及兼顧政治、文化、社會科學、科技等領域的發展
- **Demonstrate** a firm grasp of professional knowledge and skills for conducting business in different contexts  
牢固掌握專業知識和技能，能夠在不同的情況下開展業務
- **Develop** all-rounded capabilities for managing local and international business operations  
全面發展各項能力，從而管理本地及國際商業運作

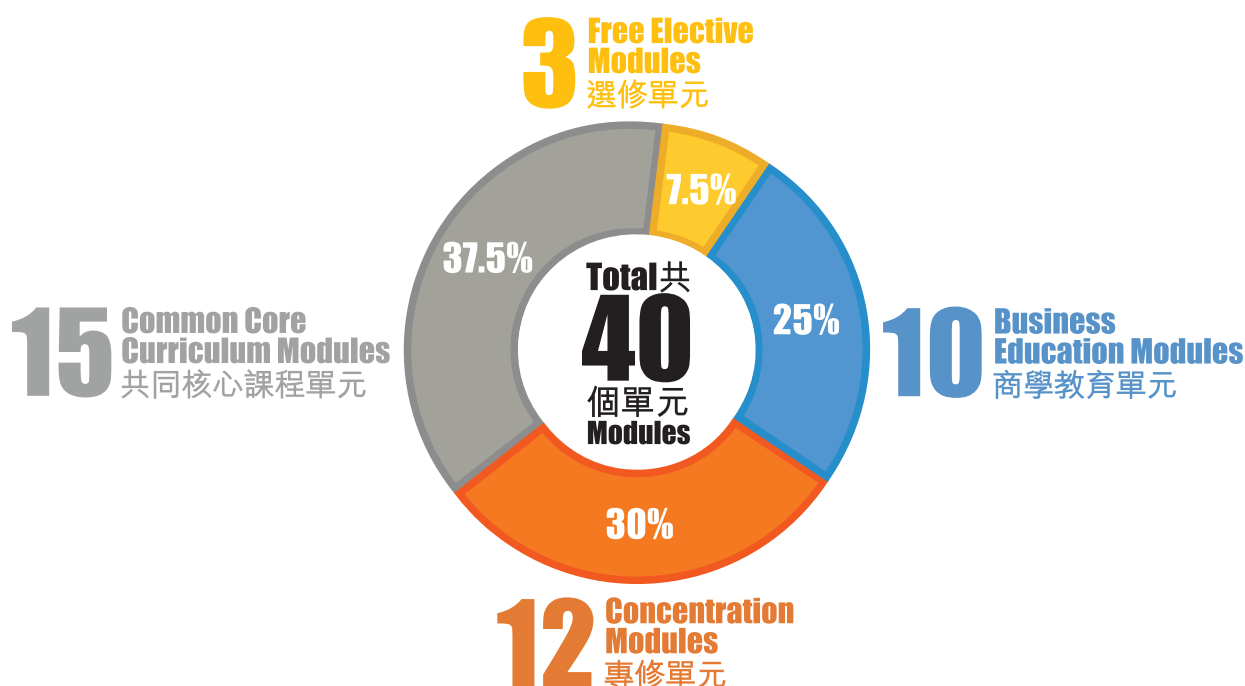


# Programme Structure

## 課程架構

The BBA (Honours) is a four-year integrated business programme with three concentrations. Students are required to take a total of 40 modules, including 15 modules in the Common Core Curriculum, 10 modules in Business Education, 12 modules in the Concentration Specialty Area and 3 Free Elective modules.

工商管理（榮譽）學士為四年制課程，設有三大專修範疇。學生須修讀40個單元科目，包括15個共同核心課程單元、10個商學教育單元、12個專修單元及3個選修單元。



## Year 1 - 2

### Common Core Curriculum Modules 共同核心課程單元

Applied Putonghua

應用普通話

Chinese Literature Appreciation

中國文學欣賞

English for Academic Purpose

學術英語寫作

English for Business Communication

商業傳訊英語

English for Effective Communication

高效傳訊英語

Freshman Chinese

大一國文

Information Systems in Business

商業資訊系統

Perspectives on General Education

透視通識教育

Probability and Statistics

概率與統計學

Plus 6 General Education Elective Modules

加上 6個通識教育選修單元



### Business Education Modules 商學教育單元

Business Economics 1

商業經濟學（一）

Business Economics 2

商業經濟學（二）

Business Policy and Strategy

商業政策及策略

Financial Accounting

財務會計

Financial Management

財務管理

Hong Kong Business Law

香港商務法

Management Accounting 1

管理會計（一）

Operation and Supply Chain Management

營運與供應鏈管理

Principles of Management

管理學原理

Principles of Marketing

市場學原理



## Accounting Concentration 會計學專修



### Core Modules 專修單元

Accounting Information System  
會計信息系統

Advanced Accounting 1  
高級會計學 (一)

Advanced Accounting 2  
高級會計學 (二)

Advanced Taxation  
高級稅務

Auditing and Assurance 1  
審計學 (一)

Auditing and Assurance 2  
審計學 (二)

Corporate Finance  
公司財務學

Hong Kong Company Law  
香港公司法

Hong Kong Taxation  
香港稅務

Intermediate Accounting 1  
中級會計學 (一)

Intermediate Accounting 2  
中級會計學 (二)

Management Accounting 2  
管理會計 (二)

## Banking and Finance Concentration 銀行及金融學專修



### Core Modules 專修單元

Corporate Finance  
公司財務學

Financial Institution and Markets  
金融機構與金融市場

Financial Institution Management  
金融機構管理

International Finance  
國際金融學

Introduction to Econometrics  
計量經濟學導論

Money and Banking  
貨幣銀行學

Personal Financial Planning  
個人財務策劃

Portfolio Management  
投資組合管理

Principles of Investment  
投資學原理

Real Estate Finance and Investment  
房地產金融與投資

## Marketing Concentration 市場學專修



### Core Modules 專修單元

Marketing Research  
市場研究

Strategic Marketing  
策略市場學

### Any 10 of the following 12 modules 從以下12單元中選修10單元

Advertising and IMC  
廣告與整合營銷傳播

Brand Management  
品牌管理

Business to Business Marketing  
企業市場學

Consumer Behaviour  
消費者行為學

Customer Relationship Management  
客戶關係管理

E-Marketing  
電子市場學

Global Marketing  
環球市場學

Marketing in China  
中國市場學

Retail and Channel Management  
零售及渠道管理

Sales Force Management  
銷售人員管理

Services Marketing  
服務市場學

Senior Year Project  
高年級專題研習

## Professional Recognition

### 專業認可

The BBA (Honours) Programme is accredited by the following prominent professional bodies:

工商管理（榮譽）學士學位課程獲得以下專業學會的認可：

#### Accounting Concentration

##### 會計學專修

- The Hong Kong Institute of Certified Public Accountants (HKICPA)  
香港會計師公會
- The Association of Chartered Certified Accountants (ACCA)  
特許公認會計師公會
- CPA Australia  
澳洲會計師公會
- The Association of International Accountants (AIA)  
國際會計師公會
- The Hong Kong Institute of Chartered Secretaries (HKICS)  
香港特許秘書公會
- Chartered Institution of Management Accountants (CIMA)
- GRC Institute (GRCI)



#### Banking and Finance Concentration

##### 銀行及金融學專修

- Hong Kong Institute of Bankers (HKIB)  
香港銀行學會
- Institute of Financial Planners of Hong Kong (IFPHK)  
香港財務策劃師學會
- Society of Actuaries (SOA)
- CFA Institute
- GRC Institute (GRCI)

## Career Prospects

### 就業前景

#### BBA Programme Graduate Employment Survey 2017 2017年度工商管理（榮譽）學士課程畢業生就業調查



31%	<b>Accounting, Auditing and Business Services</b> 會計、審計及商業服務業
30%	<b>Banking, Finance and Insurance</b> 銀行、金融及保險業
8%	<b>Trading, Wholesale and Retails</b> 貿易、批發及零售業
6%	<b>Transport and Logistics</b> 運輸及物流業
6%	<b>Communication, Marketing and Media</b> 傳媒及市場推廣業
19%	<b>Others</b> 其他



## Student Exchange Programme 學生交流計劃

Many BBA students have participated in the Student Exchange Programme. Up till September 2018, HSUHK has established exchange partnership with over 60 overseas institutions across Asia, Europe and North America. Students are encouraged to apply for outbound exchange to broaden their horizons.

多名工商管理學系學生曾參與海外交流計劃。截至2018年9月，恒大與超過60間海外學府簽訂合作協議，鼓勵學生到海外交流，擴闊視野。

### What Participants Say...

參與學生感言...

**Akina Ng**

**BBA (Marketing Concentration)**

**To HAAGA-HELIA University of Applied Sciences, Finland**

*"The exchange journey brought me positive and consequential changes to my personal growth undoubtedly. It shaped me into an independent and open-minded person."*



**Yoyo Chow**

**BBA (Accounting Concentration)**

**To Lipscomb University, USA**

*"I am so glad that I can join the exchange programme. Not only did I learn a lot inside and outside the classroom but also gained lifelong friendships and a lot of valuable experiences and memories."*

## Internship Programme 實習計劃

HSUHK considers internship to be an effective learning tool for students. In 2017/18, over 300 enterprises offered internship placements to HSUHK students with over a thousand BBA Year 3 and 4 students participated in our internship programme. The on-the-job training and tutors' supervision of internship projects enable students to turn their knowledge into practice, making the learning experience more rewarding and challenging.

恒大認為實習是十分有效的學習途徑。在2017/18學年，超過300間機構為本校提供實習機會。而過千名工商管理學系三、四年級學生已參與實習計劃。同學透過在職訓練及導師悉心指導，學以致用，獲取寶貴的學習經驗。

### Participating enterprises include 參與機構包括

Bank of China (Hong Kong) Limited

中國銀行（香港）有限公司

Cheung Kong (Holdings) Limited

長江實業（集團）有限公司

Hang Seng Bank

恒生銀行

Hopewell Holdings Limited

合和實業有限公司

Klynveld Peat Marwick Goerdeler

畢馬威會計師事務所

MTR Corporation

港鐵公司

New World Telecommunications Limited

新世界電訊有限公司

PricewaterhouseCoopers

羅兵咸永道會計師事務所

The Hongkong and Shanghai Banking Corporation

香港上海滙豐銀行



## Graduate Sharing 畢業生感言



**Yvonne Ho**  
**Accounting Concentration, 2018 Graduate**

*"HSUHK offered me a lot of opportunities to mingle with industry experts from different professional bodies. The BBA Programme equipped me with expertise to overcome the challenges ahead in the accounting industry. I am glad that I did make a wise choice to study the BBA programme at HSUHK"*



**Eric See**  
**Banking and Finance Concentration, 2018 Graduate**

*"Things end but memories last forever! I'll never forget the wonderful and valuable experience in HSUHK. I joined the Student Ambassadors Programme, summer study tour and oversea internship programme. I would like to say a big thank you to HSUHK, my teachers and also my friends. You all really make my life more meaningful and fruitful."*



**Kenneth Chong**  
**Marketing Concentration, 2018 Graduate**

*"Our professors and lecturers are exemplary and supportive. They gave me some very useful advice on my study and career planning. They also supported me in various inter-university competitions and activities. Besides, HSUHK adopts small-class teaching. It enables me to bond with my teachers and schoolmates."*

## 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.

申請者可透過恒大大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	: <a href="http://www.hsu.edu.hk">www.hsu.edu.hk</a>
Programme Enquiries 課程查詢	: <a href="mailto:bba@hsu.edu.hk">bba@hsu.edu.hk</a>
Admission Enquiries 入學查詢	: <a href="mailto:ugadmission@hsu.edu.hk">ugadmission@hsu.edu.hk</a>
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

In case of any 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。

Information updated as of January 2019.

有關資料更新至2019年1月。

