

Bachelor of
Business Administration (Honours) in
MANAGEMENT (BBA-MGT)
管理學工商管理（榮譽）學士



We value people 管理・以人為本



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

Programme Advantages

課程優勢

- One of the advantages of the BBA-MGT programme is that it requires students to take fewer yet most important core modules, while they can choose a variety of elective modules. Therefore, students may choose to explore more general business areas or focus on specific business or management niches according to their own interests and career aspirations.

BBA-MGT課程其中一個優點是要求同學修讀較少卻最重要的核心科目，同時選擇不同的選修科。因此，同學可以按照興趣和職業抱負，選擇探索較廣泛的商業領域，也可以專注特定的商業或管理範疇。

- BBA-MGT adopts a variety of teaching approaches, such as case study, experiential learning, simulation games, debates, research projects, and guest lectures. Students can learn from the real-life scenarios and acquire a wide range of soft skills, such as leadership, teamwork, interpersonal skills, and decision making, etc.

BBA-MGT採用不同的教學方法，例如案例研究、體驗式學習、模擬遊戲、辯論、研究項目和客席講座，同學得以從現實生活情景學習，並掌握各種軟技能，例如領導才能、團隊合作、人際技巧、和決策能力等。

- BBA-MGT adopts a small class teaching mode that allows more interactions among teachers and students.

BBA-MGT採用小班教學模式，增加老師和同學的互動。

- The Residential Colleges system helps facilitate the teaching philosophies of BBA-MGT.

住宿式書院制度有助促進BBA-MGT的教學理念。



The dormitory of The Hang Seng University of Hong Kong (HSUHK) is surrounded by green mountains and has a beautiful environment. Students can experience the unique Residential Colleges (RC) system and build closer relationships with teachers and peers.

香港恒生大學（恒大）的宿舍翠山環抱、環境優美，同學們可以體驗獨特的住宿式書院制度、並藉此建立更緊密的師生和同儕關係。

Curriculum Design

課程設計

- The four-year curriculum design is as follows:

四年課程設計如下：

YEAR FOUR 四年級	GE Elective 通識選修	Business Elective 商業選修	Org Change and Development 組織變革與發展	Management Elective 管理選修	Free Elective 自由選修
	GE Elective 通識選修	Business Policy and Strategy 商業政策及策略	Research Methods 研究方法	Management Elective 管理選修	Management Elective 管理選修
YEAR THREE 三年級	GE Elective 通識選修	Financial Management 財務管理	MGT Skills Development 管理技巧發展	International Management 國際管理學	Free Elective 自由選修
	GE Elective 通識選修	Hong Kong Business Law 香港商業法	Business Elective 商業選修	Training and Development 培訓與發展	Management Elective 管理選修
YEAR TWO 二年級	Eng for Business Communication 商業傳訊英語	GE Elective 通識選修	Principles of Marketing 市場學原理	MGT of Business Operations 商業營運管理	Human Resource Management 人力資源管理
	Applied Putonghua 應用普通話	IS in Business 商業資訊系統	GE Elective 通識選修	Financial Accounting 財務會計	Organizational Behaviour 組織行為
YEAR ONE 一年級	Chinese Lit Appreciation 中國文學欣賞	Eng for Academic Purpose 學術寫作英語	Probability and Statistics 概率統計學	Business Economics I 商業經濟學一	Free Elective 自由選修
	Freshman Chinese 大一國文	Eng for Effective Communication 高效傳訊英語	Perspectives on GE 透視通識教育	Business Economics II 商業經濟學二	Principles of Management 管理學原理

- The curriculum design is well balanced between liberal and professional education.

課程設計在博雅和專業教育之間取得平衡。

Common Core Curriculum (15 Modules) 共同核心課程 (15 單元)	Business Education (11 Modules) 商業教育 (11單元)	Management Specialty (11 Modules) 管理專業 (11單元)	Free Electives (3 Modules) 自由選修 (3單元)
37.5%	27.5%	27.5%	7.5%

Student Activities 學生活動

- By participating in different kinds of student activities, BBA-MGT students' university life are thus enlarged and enriched. For examples:

透過參與不同的學生活動，BBA-MGT同學的大學生活得以擴大和充實，例如：

■ Open Competitions 公開比賽



Two BBA-MGT students won the Gold Award and the Best Advertising Video Award in the Joint University Outstanding Marketing Award (JUOMA) 2017-2018, outperforming 388 teams in Hong Kong.

兩名BBA-MGT同學擊敗全港388支參賽隊伍，勇奪2017-2018年度大學聯校市場策劃比賽金獎和最佳廣告影片獎。

■ Orientation Activities 迎新活動

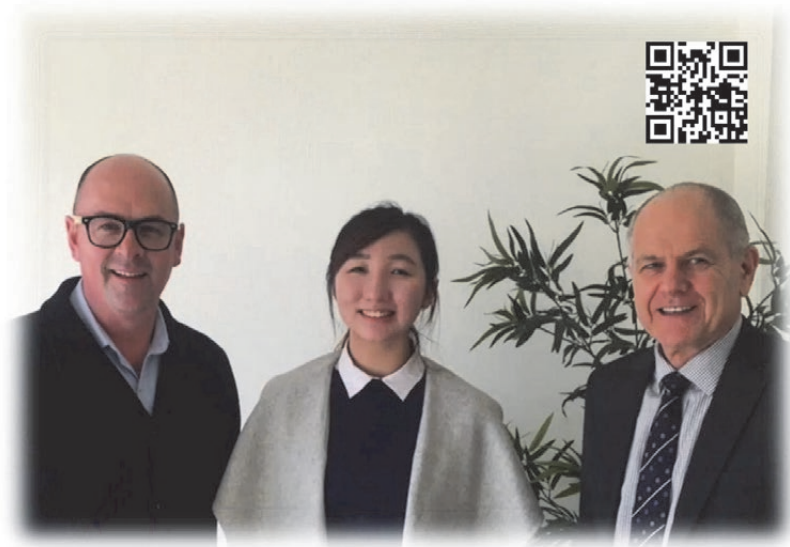


In an orientation activity, faculty members gave a warm welcome to the BBA-MGT students of 2018 intake.

在迎新活動，老師們誠意歡迎2018年入讀的BBA-MGT新生。

Overseas Experiences 海外體驗

■ Overseas Internship 海外實習



A BBA-MGT student (middle) worked as an intern at Federation University in Australia.

BBA-MGT同學(中)在澳大利亞聯邦大學實習。

■ Study Tour 遊學團



BBA-MGT students visited a sea grapes farm in Okinawa, Japan.

BBA-MGT同學參觀位於日本沖繩的海葡萄農場。

■ Exchange Programme 交換生計劃



A BBA-MGT student (2nd from right) enjoyed the exchange study at Lille, France.

BBA-MGT同學(右二)享受於法國里耳的交換生生活。

Professional Connections 專業連結

- Professional connections are vital to BBA-MGT students. For example:

專業連結對BBA-MGT同學十分重要，例如：

- **Professional Conferences 專業會議**



BBA-MGT students may participate in different professional conferences. Not only can they have a better understanding of the business world, but also build their own professional networks.

BBA-MGT同學可以參加不同的專業會議，他們不但可以加深認識商業世界，亦可以建立自己的專業網絡。

- **Mentorship Programme 導師計劃**



Through the mentorship programme, BBA-MGT students can learn from and build relationships with business elites. 透過導師計劃，BBA-MGT同學生得以向商業精英學習並建立關係。

Academic Team

學術團隊

- The academic team is dedicated to teaching, research, and interacting with students.

學術團隊在教學、研究以及跟學生互動等各方面，全情投入。

Prof CHOW Hau Siu, Irene

周巧笑教授

BBA (CUHK), MBA & PhD (Georgia State)

Professor

Head of Department of Management

Programme Director of BBA-MGT

Dr LAU Pak Lung, Victor

劉柏能博士

BA (NCCU), MSc & PhD (PolyU)

Associate Professor

Associate Head of Department of Management

Programme Director of BBA-HRM

Associate Programme Director of BBA-MGT

Dr FU Ho Ying, Jeanne

符可瑩博士

BSocSc & PhD (HKU)

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Dr MAN Wing Yan, Thomas

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BSc (Warwick), MA (Reading) & PhD (PolyU)

Associate Professor

Programme Director of MSc-EM

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Dr CHAU So Ling

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Assistant Professor

Dr CHUI Lai Man, Susanna

徐麗雯博士

BA (York), MA (Leicester), MRES (Exeter) & PhD (Durham)

Assistant Professor

Dr KONG Hao, Kaylee

孔穎博士

BBA & PhD (PolyU)

Assistant Professor

Dr LIAO Yi, Eko

廖逸博士

BIM (NJU), MPhil (LU) & PhD (HKU)

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Senior Lecturer

Dr LEUNG Miu Yee, Cathy

梁妙儀博士

BA (Hull), PGDP (Leicester) & EdD (Bristol)

Senior Lecturer

Dr WANG Yamei, Amy

王亞美博士

BCom (UBC), MEcon & PhD (HKU)

Lecturer I

Ms NG Po Kei, Patricia

吳寶琪女士

BSSc (LU), PGCE (HKU) & MA (HKUST)

Lecturer I

Ms WONG Yin Yee, Jody

王賢儀女士

BBA (PolyU), MPhil (CityU) & PhD Candidate (UNSW)

Lecturer I

Associate Programme Director of BBA-HRM

- Examples of trade books about business management authored by the academic team.

學術團隊撰寫有關企業管理書籍的例子。



ENQUIRIES

查詢

For any enquiries about the programme, please contact the Department of Management.
如有任何關於本課程之查詢，歡迎聯絡管理學系。

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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。

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