

Bachelor of Business Administration (Honours) in

GLOBAL BUSINESS MANAGEMENT (BBA-GBM)

環球商業管理工商管理（榮譽）學士

Envisioning the Global Future 放眼世界 展望將來



管理學系
DEPARTMENT OF MANAGEMENT
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Programme Characteristics 課程特點

The Global Business Management (GBM) programme aims to develop and foster students' knowledge, skills and abilities for jobs in multinational corporations (MNCs) or global business organisations. Through a stimulating curriculum with practical overseas exposure and experiences, students can build desired global leader attributes such as business insights, analytical mind, and international experience.

環球商業管理工商管理（榮譽）學士課程旨在培育學生在跨國企業工作所需要的能力與知識。本課程其中一個特色，是通過在海外學習與生活，來啟發畢業生的環球商業觸覺、分析能力及國際視野。

- **Overseas Exchange Study:** The Hang Seng University of Hong Kong (HSUHK) partners with more than 60 prestigious institutions worldwide for GBM students to conduct overseas exchange study.

海外交流：香港恒生大學（恒大）與全球超過 60 間大專院校合作，本課程的學生可到世界各地作海外學習交流。

- **Advisory System:** The programme offers timely academic and professional advice on curriculum attainment and career preparation for students.

專業指導：課程團隊致力為學生提供嶄新的學術及專業指導，以助學生學習及發展事業。

- **Interdisciplinary Curriculum:** Students will study GBM core and elective courses from a multitude of disciplines such as Management, Finance, Marketing, Data Science, Political Economy, Cultural Studies and International Relations.

跨學科課程設計：課程囊括各學術界別的學科，包括管理、金融、營銷、數據科學、政治經濟、文化及國際關係，學生可修讀涵蓋以上範疇的主修及選修科目。

Career Prospects 就業前景

Graduates from Global Business Management (GBM) programmes can pursue the following careers.¹

環球商業管理的畢業生可發展以下事業：

Business Development Manager
業務發展經理

Management Analyst
管理分析師

Human Resources Officer/Manager
人力資源主任 / 經理

Public Relations Account Executive
公共關係客戶主任

Marketing Executive
營銷行政主任

Business Analytics Manager
業務分析經理

Sales Executive
銷售行政主任

Supply Chain Manager
供應鏈經理

Data Analyst
數據分析師

Budget Analyst
預算分析師

1. <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/international-business>

Overseas Exchange Study 海外交流

With more than 60 partners, GBM students get early foreign living experiences and cross-cultural training, which are crucial for managing diverse staff force in a global business career.

恒大擁有超過60個海外學習合作伙伴。環球商業管理課程的同學能及早取得海外生活經驗及跨文化訓練，以備日後管理不同文化僱員所需。



Selected Partners 合作伙伴

- University of Lille
- Université Saint-Louis – Bruxelles
- University of Adger
- Linnaeus University
- SRH University Heidelberg
- Amsterdam University of Applied Sciences
- Concordia University
- Illinois Wesleyan University
- Australia Catholic University
- Romania-American University
- Université Paris-Est Créteil
- Laurea University of Applied Sciences
- Fudan University
- National Taiwan University
- Hanyang University
- Osaka International University
- Asia University
- Taylor's University



Global Business Leader Network 環球商業領袖網絡

GBM programme works closely with the industry to obtain timely feedback on programme development. Business leaders from prominent multinational corporations are keen to share their experience and advice on building a global business career.

本課程與業界作緊密合作，讓課程內容與時並進。跨國公司高層領導亦會不時與學生分享建立環球商務事業的心得與經驗。

Rajeev Chib

Director
APAC Head of Client Facilitation and
Business Unit Management
Citibank



Rosetta Wong

Senior Vice President
Asia Pacific Tax
Moody's



Edward So

Chief Executive Officer
Deswell Industries



Edmund Chui

Senior Business Development Manager
China Business and Operations
Intel Semiconductor

Student Activities and Awards 學生活動及獎項

To bridge classroom learning and real world business practices, the Department and the University offer a great variety of student activities such as G20 Summit Simulation, Elite Network Mentorship Scheme, Executive Mentorship Programme, Inno Space-Site Visit and DIY Prototyping Workshop. Students from our department have achieved excellent performance in external competitions and been awarded prestigious scholarships.

學生可參加本系及大學舉辦之各類課外活動以結合理論和實踐。過往校內曾舉辦G20模擬峰會、精英網絡學長計劃、專業導師計劃、知創空間體驗及原型製作工作坊。就讀本系的學生成績非凡，奪得不少聯校比賽獎項及卓越獎學金。



Academic Team 學術團隊

Our academic team comprises enthusiastic and caring faculty members who are experienced in studying, working and living in foreign cultures. The academic team is dedicated to teaching, research, and interacting with students.

我們的教學團隊具有資深學術水平及豐富海外經驗。學術團隊在教學、研究以及跟學生互動等各方面均全情投入。



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)
Associate Professor
Programme Director of BBA-GBM



Dr MAN Wing Yan, Thomas
萬穎恩博士

BSc (Warwick), MA (Reading) & PhD (PolyU)
Associate Professor
Programme Director of MSc-EM
Director of Wu Jieh Yee Centre for Innovation and Entrepreneurship



Dr CHAU So Ling
周素玲博士

BA (CityU), MBA (Heriot-Watt), PGCE (HKU) & DBA (Newcastle)
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)
Assistant Professor



Dr WONG Yuen Shan, Noel
黃婉珊博士

BSSc, MPhil & PhD (CUHK)
Assistant Professor



Dr LAW Chiu Ming, Raymond
羅超明博士

BBA (USC), MIB (CityU) & DBA (Newcastle)
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



Ms NG Po Kei, Patricia
吳寶琪女士

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



Ms WONG Yin Yee, Jody
王賢儀女士

BBA (PolyU), MPhil (CityU) & PhD Candidate (UNSW)
Lecturer
Associate Programme Director of BBA-HRM

Curriculum Design 課程設計

The curriculum is designed to enhance students' professional and general knowledge. Students will study GBM core and elective courses from a multitude of disciplines such as Management, Finance, Marketing, Data Science, Political Economy, Cultural Studies, and International Relations.

課程結構針對環球商業管理的專業及基本知識，包括管理、金融、營銷、數據科學、政治經濟、文化及國際關係等範疇。



General Education and Generic Skills:
15 Modules

Business Education:
12 Modules

Global Business Management Specialty:
10 Modules

Free Electives:
3 Modules



ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

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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Website 網頁 : <https://sbus.hsu.edu.hk/en/academic-programmes/bba-in-global-business-management/programme-information/>
Programme Enquiries 課程查詢 : mgt@hsu.edu.hk
Admission Enquiries 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 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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