

Bachelor of Business Administration (Honours) in **ECONOMICS** (BBA-ECON)

經濟學工商管理(榮譽)學士



經濟及金融學系
DEPARTMENT OF ECONOMICS AND FINANCE
香港恒生大學
**THE HANG SENG UNIVERSITY
OF HONG KONG**

WHY SHOULD YOU STUDY ECONOMICS? 為何你要修讀經濟學？

With the deepening of globalization, the economic relations of countries around the world are getting closer. Economic events, such as the recent China-US trade war, foreign exchange and interest rate movements, have exerted a great impact on society. Equipping yourself with the knowledge of economics, not only can give you an insight of the underlying trend, but also can improve your analytical ability, thereby giving you an edge in the job market.

隨著全球化，世界各國經濟關係越來越緊密。而經濟事件，例如近來的中美貿易戰、外匯及利率走勢都對社會有很大影響。如果你能夠掌握經濟學的知識，有助洞悉國際大勢，更能提昇分析能力，在求職和工作時勝人一籌。

FREQUENTLY ASKED QUESTIONS 常見問題

Q1: What are the career prospects of BBA (Honours) in Economics?

修讀經濟學工商管理（榮譽）學士課程後的職業前景如何？

The rapid change in international relations and the pandemic have led to changes in the economic landscape of Hong Kong, China, and the world. In this era of rapid transformation, economics professional not only can provide advice to the government in policy formulation, but can also offer recommendations to the corporations for adjusting and coping with these changes; moreover, they can also evaluate the impacts of these socioeconomic events and policies on Hong Kong, China, and the world.

近年來國際關係的急速轉變及傳染病的大流行，這些事件都令香港、中國和世界的經濟格局發生了重大轉變。在這個變幻莫測的時期，經濟學專才可以幫助政府制定各項政策以振興經濟，紓解民困。他們也可以為企業提供應對各種經濟轉變的建議。另外還可以通過經濟分析去評估各項政策及不同的社會經濟事件對香港、中國以至全球的影響。

Graduates with economics degree can work in many different areas and are not restricted to any industries, companies, or occupations. The evaluation of government policies, prediction of foreign exchange and interest rates, as well as forecasting of economic outlook for the business sector require the services provided by economics professionals. Therefore, there is a strong demand for economics professionals in these areas.

經濟學畢業生可以在許多不同領域工作，而不受任何行業、公司或職業的限制。社會各界對政府政策的影響評估、外匯及利率走勢的預測、營商環境的分析等工作領域，都需要掌握經濟學知識和分析技能的專業人才。因此，市場對經濟學專業人才需求十分殷切。

According to a recent employer survey, there is a substantial job demand in the industry. 93.3% of the companies reported that it is better if their staff possess more knowledge in economics. Moreover, 86.7% of the companies prefer the graduates who possess the knowledge of economic issues in China, while another 86.7% of the companies prefer the graduates who have the knowledge of global economic issues.

根據最近的僱主調查，僱主對經濟學專才需求殷切。93.3%的公司期望員工擁有更多經濟學知識。此外，86.7%的公司更喜歡聘請熟悉中國經濟的畢業生，而另外86.7%的公司則喜歡聘請擁有全球經濟知識的畢業生。

Employment pathways of BBA-ECON graduates are not confined to specific industries or enterprises as the knowledge of economics can be applied in different positions offered by government agencies, private sector corporations, financial institutions, think tanks, educational institutions and other non-governmental organisations (NGOs).

經濟學工商管理（榮譽）學士課程的畢業生就業途徑並不局限於特定行業或企業。因為經濟學知識可以應用於政府機構、私營企業、金融機構、智庫、教育機構和其他非政府組織所提供的不同職位。

Q2: I am interested in studying economics, but I am not good at mathematics. I just wonder if I can pursue a BBA (Honours) in Economics.

我對經濟學非常感興趣，但我不擅長數學。我想知道我是否可以攻讀經濟學工商管理（榮譽）學士。

Our programme is designed to enable students to progress systematically even if they are not good at mathematics. We offer high flexibility in the curriculum design, and students can choose the courses that they like. The ratio of elective course modules to total course modules is 40% in the third year of study, and it increases to 80% in the final year.

我們的課程經過精心設計，內容由淺入深，就算不擅長數學的同學也能應付自如。而我們在課程設計中充滿彈性，學生可以選擇他們喜歡的課程。第三年選修課程佔全部課程40%，在第四年更升至80%。

Given the great flexibility in module selection, students who like to study non-mathematical courses can choose policy-oriented modules focusing on global economic issues or the economies of mainland China and Hong Kong SAR, while students who are fond of analytics can choose machine learning and artificial intelligence related modules which are based on state-of-the art analytical techniques. Our curriculum allows students of different abilities and interests to choose their favourite modules so as to better equip themselves for employment after graduation.

鑑於課程設計非常靈活，因此喜歡非數學類課程的同學可以選擇政策分析的課程，例如：國際經濟或中港經濟等相關單元。而喜歡分析的同學則可以選擇機器學習及人工智能等採用最先進分析手段的相關單元。我們這種課程安排，能使不同能力及不同興趣的學生都能選取自己喜愛的科目，更能讓學生修讀其熱衷的課程，以迎合其就業需要。

PROGRAMME OVERVIEW 課程概覽

The programme aims to equip students with a solid foundation of economics knowledge and to provide training on research skills so that they can conduct economic analysis in decision making and evaluate the impacts of different socioeconomic issues in a business environment. The programme has three unique features, namely, specially designed modules for analyzing global economic issues, practical training, and co-curricular activities.

本課程旨在培訓學生經濟學知識及研究技能，以便他們能應用經濟分析於商業決策，以及評估各種社會及經濟事件對商業活動的影響。本課程有三大重要特點，包括：為研究全球經濟而特別設計的課程單元、實用的技能培訓及各種各樣的課外活動。

PROGRAMME FEATURES 課程特色

The specially designed modules are focusing on quantitative and qualitative analysis as well as practical skills such as academic and business-report writing and presentation. Practical training focuses on the analysis of real-world economic issues through hands-on training on a variety of research software programmes. Co-curricular learning activities are offered through various academic activities and internship employment so that students can acquire practical knowledge as well as relevant working experience.

專門設計的課程單元包含定量和定性分析，及多項實用技能的培訓，例如商業報告和學術論文的撰寫方法，及匯報技巧等。技能培訓側重於通過對各種分析軟件的實際操作培訓，來分析現實世界的不同經濟問題。課外學習活動則通過多種的學術活動及提供實習工作機會，使學生獲得實務上的知識及相關工作經驗。

CAREER PROSPECTS 就業前景

Graduates have a wide range of career options, such as: Economist, Consultant, Policy Analyst, Research Analyst, Real Estate Analyst, Securities and Market Analyst, Financial Data Analyst, Financial Planner, Investment Advisor, Administrative Officer, Executive Officer, Executive Assistant, Management Trainee, Project Officer, Teacher, Financial Journalist, etc.

畢業生的就業選擇眾多，例如：經濟師、顧問、政策分析師、研究分析師、房地產分析師、證券和市場分析師、財務數據分析師、財務規劃師、投資顧問、管理人員、行政人員、行政助理、見習行政人員、項目主任、教師、財經記者等等不同職業。

ACADEMIC STRUCTURE 課程架構

The BBA (Honours) in Economics is a four-year programme. Students are required to take a total number of 40 modules with 3 credits each, including 15 modules in the Common Core Curriculum, 10 modules in Business Education, 12 modules in the Specialty in Economics and 3 Free Elective modules.

經濟學工商管理（榮譽）學士為四年制課程。學生須修讀40個單元科目（每個單元均為3個學分），包括15個共同核心課程單元、10個商業教育單元、12個經濟學專修單元及3個選修課單元。

List of Modules		
Common Core Curriculum Modules 共同核心課程單元	Business Education Modules 商科教育單元	Economics Specialty Modules 經濟學專修單元
Chinese Literature Appreciation 中國文學欣賞	Business Economics 1 商業經濟學（一）	Mathematics for Economics and Finance 經濟金融數學
English for Academic Purposes 學術英語寫作	Business Economics 2 商業經濟學（二）	Microeconomics: Policy and Applications 微觀經濟學：政策與應用
English for Business Communication 商業傳訊英語	Business Policy and Strategy 商業政策及策略	Macroeconomics : Policy and Applications 宏觀經濟學：政策與應用
English for Effective Communication 高效傳訊英語	Financial Accounting 財務會計	Money and Banking 貨幣與銀行
Freshman Chinese 大一國文	Financial Management 財務管理	Introduction to Econometrics 計量經濟學導論
Contemporary Information Technologies 當代資訊科技	Hong Kong Business Law 香港商務法	Introduction to Applied Economic Modelling 應用經濟模型初階
Perspectives on General Education 透視通識教育	Management Accounting 1 管理會計（一）	Economic Research and Communication 經濟研究及傳訊
Probability and Statistics 概率與統計學	Operation and Supply Chain Management 營運與供應鏈管理	Plus 5 Specialty Elective Modules 加5個自選的專修單元
Applied Putonghua 應用普通話	Principles of Management 管理學原理	Plus 3 Free Elective Modules 加3個選修課單元
Plus 6 General Education Elective Modules 加6個通識教育選修單元	Principles of Marketing 市場學原理	

SPECIALTY ELECTIVE MODULES 自選專修單元

To cater for the needs and interests of different students, this programme offers 11 different Specialty Elective Modules for students to choose from. Students only need to complete 5 of them to graduate. Students who like to study non-mathematical courses can choose policy-oriented modules focusing on global economic issues or the economies of mainland China and Hong Kong SAR, while students who are fond of analytics can choose machine learning and artificial intelligence related modules which are based on state-of-the-art analytical techniques. The programme offers high flexibility to the students and is suitable for students coming from different backgrounds.

為了迎合不同學生的需要及興趣，本課程提供11個不同的專修單元供學生選擇。學生只需修畢其中5個便可以畢業。喜歡非數學類課程的同學可以選擇國際經濟或中港經濟等的政策分析相關單元。而喜歡分析的同學則可以選擇機器學習及人工智能等採用最先進分析手段的相關單元。由於課程設計極具彈性，因此適合不同類型的學生入讀。

Specialty Elective Modules 自選專修單元

Economic Growth and Development

經濟增長與發展

International Trade and Finance

國際貿易和金融

Public Economics

公共經濟學

Economies of Mainland China and Hong Kong SAR

中國大陸和香港特區的經濟

Global Economic Issues

世界經濟問題

Game Theory and Business Strategy

博弈論與商業戰略

Principles of Investment

投資學原理

Financial Econometrics

金融計量經濟學

Senior Year Project

學生自選課題研究

Introduction to Machine Learning Analysis: Applications for Economics and Finance

機器學習分析導論：經濟學和金融學的應用

Introduction to Neural Network Analysis: Applications for Economics and Finance

神經網絡分析導論：經濟學和金融學的應用

STUDENT ENRICHMENT 學生培育

• INTERNSHIP PROGRAMME 實習計劃

HSUHK considers internship to be an effective learning tool for students. The on-the-job training and the internship projects that are closely supervised by our experienced tutors enable students to turn their knowledge into practice, making the learning experience more rewarding and challenging. Collaborating partners include government departments, multi-national corporations, local companies, and non-government organizations.

恒大認為實習是十分有效的學習途徑。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。合作夥伴包括政府部門，跨國公司，本地公司和非政府組織。

• EXCHANGE PROGRAMME 海外學習交流計劃

We have established exchange partnership agreement with over 40 overseas institutions across Asia, Europe and North America. Students are encouraged to apply for outbound exchange to these overseas partnering institutions to broaden their horizons.

恒大與超過40間亞洲、歐洲及北美的海外學府簽訂合作協議，鼓勵學生到這些海外學府交流，擴闊視野。

RESOURCES AND LEARNING SUPPORTS TO STUDENTS 資源與學生的學習支援

- Training on economic modelling software 經濟模型軟件專業培訓
- Financial Trading Laboratory 金融交易實驗室
- Alumni connections 校友聯系
- Academic conference and seminar series 學術會議及講座系列
- Coaching support to students participating in external competitions 為參與校外比賽的同學提供指導支援

HSUHK JOCKEY CLUB RESIDENTIAL COLLEGES 恒大賽馬會住宿書院

HSUHK is the first self-financing institution to adopt elements of a Residential College approach. The Residential Colleges with 1,200 places are established so that students could benefit from the dynamic and inspiring hall life education programmes. Themes of the four Residential Colleges are respectively Cultural Diversity, Healthy Living, Community Service and Sustainability, which echo HSUHK's "Liberal + Professional" education model.

恒大是全港首間自資院校引入住宿式書院，學生宿舍提供1,200個宿位，每家書院均設有主題，分別是多元文化、健康生活、社會服務及持續發展，與恒大獨有的「博雅 + 專業」辦學模式互相呼應。

SCHOLARSHIP AND BURSARY 獎助學金

- Entrance (Full and Half) Scholarships 入學獎學金（全額及定額）
- Dean's Award 院長入學獎學金
- Scholarship for Principal Recommended Admission Scheme 校長推薦計劃獎學金
- HSUHK Entrance Bursary Scheme 香港恒生大學入學助學金



Public lecture given at HSUHK by Professor Guanghua Wan, Director of the Institute of World Economy, Fudan University; former Director of Research, Asian Development Bank Institute.

復旦大學世界經濟研究所所長，前亞洲開發銀行研究所研究總監萬廣華教授親臨香港恒生大學作演講。



Career talk to student.

為尚未畢業的學生提供就業講座。

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, or you can contact our staff by WhatsApp or WeChat.

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，或可以用WhatsApp或微信聯繫我們。

Tel 電話 : 3963 5555

WhatsApp : 5605 0507

Fax 傳真 : 3963 5553

Website 網頁 : www.hsu.edu.hk

Programme Enquiries 課程查詢 : econ@hsu.edu.hk

Admission Enquiries 入學查詢 : ugadmission@hsu.edu.hk

Address 地址 : Hang Shin Link, Siu Lek Yuen, Shatin, NT
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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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Bachelor of Business Administration (Honours) in Economics is recognised under the Qualifications Framework (QF).

QF Level: 5 | QR Registration No.: 20/000374/L5 | Registration Validity Period: 01/09/2020 to 31/08/2025