

# 綜合工商管理(榮譽)學士

Bachelor of Business Administration (Honours) in  
General Business (BBA-GB)



市場學系  
DEPARTMENT OF MARKETING  
香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



GENERAL  
BUSINESS

QF Level: 5

QR Registration No.: 20/000379/L5

Registration Validity Period: 01/09/2020 To 31/08/2026

## Why Choose GB?

本課程涵蓋廣泛的商業學科，不會側重於單一商業範疇。在當今複雜多變的商業環境中，學生擁有多方位的商業知識及技能甚得各機構青睞。本課程專為希望精通多個商業範疇的學生而設，學生可按興趣和需要靈活選擇自己的學習方向。

The programme is designed for students who desire to be well-versed in more than one business discipline. It integrates a broad spectrum of disciplines rather than focusing on a single field of study. The all-round knowledge and skills thus offer students a unique advantage in today's complex and dynamic business environment. Under the guidance of academic advisors, students could flexibly choose study paths suited to their interests and aspirations.

### 想修讀BBA卻不知道哪一科適合自己？ Which business major should I choose?

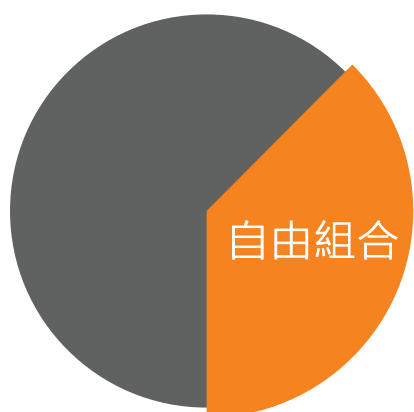
BBA-GB可以讓同學同時修讀不同商業範疇的核心科目，適合仍在摸索自己發展路向的同學入讀。

BBA-GB enables students to acquire interdisciplinary business knowledge and skills, and thus is ideal for those who are still exploring their interests and potentials.

### 我可以設計自己的課程大綱嗎？ Can I create a unique study plan for myself?

BBA-GB採取彈性課程設計，學生可按個人興趣、能力及志向靈活選擇適合自己的學習藍圖。

BBA-GB students can customise their own study paths in a flexible curriculum, which allows them to pursue their interests, strength, and career aspirations.



- 37.5% 共同核心課程  
Common Core Curriculum
- 25% 商業教育  
Business Education
- 25% 商業專修  
Business Specialty
- 12.5% 自由選修  
Free Elective

可靈活結合不同商業領域

The **FLEXIBILITY** to combine different disciplines



會計  
Accounting

金融財務  
Finance

管理學  
Management

市場學  
Marketing

## Tailor Your Studies

### Year 1

Chinese Literature Appreciation  
Freshman Chinese  
University English (I)  
University English (II)  
Probability and Statistics  
Perspectives on General Education  
Principles of Management  
Principles of Marketing  
Business Economics I  
Business Economics II

### Year 2

Applied Putonghua  
Contemporary Information Technologies  
English for Academic Purposes  
English for Professional Communication  
Financial Accounting  
Hong Kong Business Law  
Global Marketing  
Management of Contemporary Business Operations  
GE Elective (1)  
GE Elective (2)  
Free Elective (1)

### Year 3

Consumer Behaviour  
Global Logistics Management  
Management Accounting I  
Business Specialty Elective (1)  
Business Specialty Elective (2)  
Business Specialty Elective (3)  
GE Elective (3)  
GE Elective (4)  
Free Elective (2)  
Free Elective (3)

### Year 4

Business Policy and Strategy  
Financial Management  
Industrial and Organizational Psychology  
Business Specialty Elective (4)  
Business Specialty Elective (5)  
Business Specialty Elective (6)  
GE Elective (5)  
GE Elective (6)  
Free Elective (4)  
Free Elective (5)



PHOTOSHOP 工作坊



## Explore Our Industry Connections

學生活動，如 CEO 講座、企業參觀、商業技能培訓工作坊等，加強學生對不同行業的認識，並成為學生與從業者的聯繫。

Professional activities, such as CEO seminars, company visits, and business skills workshops, link students with the real world and facilitate their understanding of different industries.

校友聚會讓校友與學生彼此交流，增進校友、學生與恒大的聯繫。

Alumni events connect students and alumni, building an HSUHK business network.



校友分享



## CEO 講座



## Kickstart Your Career

實習計劃旨在讓學生把知識實際應用於工作上。通過在職訓練及導師悉心的指導，同學能夠學以致用，獲取寶貴的學習經驗。

Our internship programme enables students to apply the knowledge learnt from a classroom setting to real-life business situations. 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.

Participating enterprises include

AIA International Limited

Alibaba

A.S. Watson Group

Hang Seng Bank Limited

Kerry Logistics Network Limited

L'Oreal Group

Ogilvy & Mather Marketing Communications Ltd.

Prada Asia Ltd.

PRIZM Group Hong Kong

Walt Disney World

## Travel Overseas

截至2020年，恒大與超過70間海外學府簽訂合作協議，鼓勵學生到海外交流，擴闊視野。

Up until 2020, we have established exchange partnership with over 70 overseas institutions across Asia, Europe, North America and Middle East. Students are encouraged to apply for outbound exchange to broaden their horizons.



### FINLAND

HAAGA-HELIA University of Applied Sciences  
JAMK University of Applied Sciences  
Laurea University of Applied Sciences



### FRANCE

Ecole de Management de Normandie  
EDC PARIS Business School  
INSEEC Business School  
ISIT - Institut de Management et de Communication Interculturels



### JAPAN

Aichi Shukutoku University  
Nanzan University  
Osaka International University  
Seinan Gakuin University  
University of Niigata Prefecture



### SOUTH KOREA

Chung-Ang University  
Hanyang University  
Inha University  
Korea University Sejong Campus  
Pukyong National University



### TAIWAN

國立臺灣大學  
中原大學  
逢甲大學  
輔仁大學



### USA

Albright College  
Carthage College  
Cottey College  
Gordon College

## Open a World of Possibilities

綜合工商管理（榮譽）學士畢業生就業前景廣闊，課程的跨學科知識和技能有助畢業生在瞬息萬變的社會上勝任不同職位，如管理培訓生、顧問、政策分析主任等領導角色。

Employment pathways of BBA-GB graduates are not confined to specific industries or functions, as their multidimensional knowledge and skills are applicable to multiple positions. The typical positions for BBA-GB graduates are Management Trainee, Consultant, Policy Analyst, Administrative Officer, Executive Officer, and Project Officer.

Assistant Accounting Officer  
人力資源主任 Human Resources Officer 助理會計主任 顧問 Consultant  
Supply Chain Coordinator 助理採購員 Assistant Merchandiser  
供應鏈統籌專員 Management Trainee  
客戶專員 管理培訓生 Operation Officer 事務主任  
Customer Relations Officer 財務分析員 Audit Junior  
Executive Officer Financial Analyst  
行政主任 活動策劃員 核數文員 Project Coordinator  
Digital Marketing Officer Marketing Event Coordinator 項目主任  
數碼營銷主任 社交媒體主任 Social Media Executive

## FAQ

### 1 入學有什麼要求？

What are the admission requirements?

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。

Applicants can submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System. For further enquiries, please contact the Registry.

Year 1 entry      Applicants should possess HKDSE or equivalent qualifications.  
入讀一年級      申請者應具備香港中學文憑或同等學歷。

Year 3 entry      Associate Degree or Higher Diploma in a related discipline.  
入讀三年級      申請人須修畢相關學科的副學士或高級文憑課程。

### 2 招生程序是否包括入學面試？

Are admission interviews required?

視乎申請人數，學生或會獲邀出席面試，有助申請人加深了解此專業和課程。

While interview is not a required part of the admission process, some applicants may get invited to an interview on a case-by-case basis.

T: 3963 5555  
E: mkt@hsu.edu.hk (課程查詢Programme Enquiries)  
ugadmission@hsu.edu.hk (入學查詢Admission Enquiries)  
A: 新界沙田小瀝源行善里  
Hang Shin Link, Siu Lek Yuen, Shatin, NT



/HSU Marketing Community



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In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version prevails.  
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 September 2021.  
有關資料更新至2021年9月。