



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



School of Business  
The Hang Seng University of Hong Kong  
*A Dynamic School that CARES*

# BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN FINANCIAL ANALYSIS AND FINTECH (BBA-FAFT)

## 金融分析及金融科技工商管理(榮譽)學士



# ABOUT THE PROGRAMME 課程資訊

The Bachelor of Business Administration (Honours) in Financial Analysis and FinTech Programme aims to prepare graduates with knowledge in both Financial Analysis and FinTech, allowing them to integrate with the competitive finance industry. A major focus of the programme is on the application of FinTech, artificial intelligence, big data analytics and blockchain technology in financial services.

金融分析及金融科技工商管理（榮譽）學士課程旨在為學生提供金融分析及金融科技方面的知識，讓他們融入競爭激烈的金融業。本課程的主要重點在於金融科技、人工智能、大數據分析和區塊鏈技術在金融服務中的應用。

In addition, the programme closely follows the core competency of the recognised professional standard known as the 'Chartered Financial Analyst Program Candidate Body of Knowledge'. It equips students with core financial analysis skills to take professional qualification examinations and become effective investment professionals with essential FinTech knowledge.

此外，本課程主要參照具認受性的“特許金融分析師課程考生知識體系”專業標準作為核心架構，使學生掌握必要的金融科技知識及財務分析技能，以參加專業資格考試和成為投資專業人士。



## PROGRAMME AIMS & OBJECTIVES 課程宗旨及目標

The Programme aims to equip students with core financial and FinTech analytical skills to become effective investment professionals. Specifically, the Programme will:

本課程旨在讓學生掌握金融分析及金融科技之分析技能，成為投資專業人士。更具體來說，本課程將：

- enable students to master the necessary practical knowledge and technical skills for global investment profession;  
讓學生掌握全球投資必備的實務知識和技術能力；
- develop students' financial analysis and FinTech skills to evaluate reasonable alternatives and make informed decisions;  
培養學生的財務及金融科技之分析技能，以評估合理替代方案並作出明智抉擇；
- enable students to recognise financial analysis and its interaction in the fields of technology, economics, management, investment, financial markets, international finance, financial services and corporate strategy.  
讓學生認識金融分析和其在科技、經濟、管理、投資、金融市場、國際金融、金融服務和企業策略等領域之間的相互關係。

# YOUR PATHWAY TO THE DIGITAL FINANCE 你的「數字金融」之路

The Hang Seng University of Hong Kong has received more than HK\$19 million from the Education Bureau's "Self-financing Post-secondary Education Enhancement and Start-up Grant Scheme" (ESGS) to launch a four-year "FinTech Literacy Enhancement Program", which includes financial technology related subjects to equip students to master the latest financial technology knowledge, application and management, and to cope with the changes in talent demand brought about by technological innovation. Our Programme focuses on higher-level FinTech applications and innovations, providing compulsory courses such as "financial technology management", "blockchain application", "artificial intelligence and data analysis" to enhance the competitiveness of graduates .

香港恒生大學獲教育局「自資專上教育提升及創業資助計劃」(ESGS)撥款逾1,900萬港元，推出為期四年的「金融科技知識提升計劃」，其中開設金融科技相關科目，旨在讓學生掌握最新的金融科技知識、應用和管理，應對科技創新帶來的人才需求變化。本課程著重於更高水平的金融科技應用和創新層面，提供「金融科技管理」、「區塊鏈應用」、「人工智能與數據分析」等多個必修課程，以提高畢業生的競爭力。

Being a founding member of the Institute of Financial Technologists of Asia (IFTA), we provide opportunities for students to participate in FinTech seminars, visits, lectures, forums, trainings and competitions. The programme will also provide students with internship opportunities in various financial institutions including banks, asset management companies, investment banks and fintech start-ups.

作為亞洲金融科技師學會 (IFTA) 的創始成員，我們為學生提供參與金融科技研討會、參觀、講座、論壇、培訓和比賽的機會。本課程亦將推薦學生到包括銀行、資產管理公司、投資銀行和金融科技初創企業在內的各種金融機構實習。



## PROFESSIONAL RECOGNITION 專業認可

### University Affiliation Program 特許金融分析師

The Hang Seng University of Hong Kong is one of the accredited universities for the CFA University Affiliation Program. The teaching content of this Bachelor's degree programme is designed with reference to the recognised "Knowledge System for Chartered Financial Analyst Program Candidates". The modules are closely related to the five aspects of the candidate's knowledge system, including Asset Classes, Investment Tools, Portfolio Management and Wealth Planning, Ethical and Professional Standards, and FinTech Related Applications. Therefore, this course can help students to prepare for the CFA Examination.

香港恒生大學是獲得 CFA University Affiliation Program 的認可大學之一。本學士學位課程的教學內容參照具認受性的「特許金融分析師課程考生知識體系」設計，單元貼近考生知識體系的五大層面，包括資產類別、投資工具、投資組合管理和財富策劃、道德和專業準則及金融科技相關應用。因此，本課程能夠為應考 CFA 考試之學生作好足夠準備。

The Programme has been accredited by the following professional institutions: Institute of Financial Planners of Hong Kong and Society of Actuaries. Please contact the Department of Economics and Finance for details on waiving certain professional examinations.

課程亦已取得以下專業學會的認可：香港財務策劃師學會及北美精算學會。有關豁免某些專業考試之詳情，請聯絡經濟及金融學系。

# PROGRAMME CURRICULUM 課程架構

Bachelor of Business in Administration (Honours) in Financial Analysis and FinTech is a four-year programme. There are two semesters of 15 weeks per year. Each module consists of three credits (except three English modules with two credits each); each credit consists of a minimum of 15 contact hours. Students are required to study at least 41 modules and 120 credits in total.

In addition to Financial Analysis and FinTech modules, students are also required to complete Business and General Education modules. Business modules provide students with a broad foundation in business education and help them to develop business acumen. General Education modules are intended to strengthen students' general skills, increase their knowledge in local and global affairs, and broaden their horizons.

金融分析及金融科技工商管理（榮譽）學士為四年制課程。每年分為兩個各十五星期的學期。每個單元包含三個學分（三個英語單元為兩個學分），每個學分包含最少十五小時授課。學生需要修讀最少四十一個單元，合共一百二十個學分。

除了修讀金融分析及金融科技的單元，學生亦需要修讀商學以及通識教育的單元。商學單元為學生提供商學教育的基礎，幫助他們發展商業思維。通識教育單元旨在強化學生的通用技能，增加他們在本地以至全球事務的知識，拓展視野。

## Financial Analysis and FinTech Core Modules 金融分析和金融科技課程主修單元

Study Area	Modules 單元
FinTech Modules 金融科技單元	<ul style="list-style-type: none"> <li>• FinTech Management 金融科技管理</li> <li>• Blockchain for Financial Services 金融服務區塊鏈</li> <li>• Technology Regulation and Ethics 科技監管與倫理</li> <li>• Introduction to Computer Programming 計算機編程導論</li> <li>• Introduction to Machine Learning Analysis: Applications for Economics and Finance 機器學習分析導論：經濟和金融應用</li> </ul>
Financial Analysis Modules 金融分析單元	<ul style="list-style-type: none"> <li>• Alternative Investments 另類投資</li> <li>• Portfolio Management 投資組合管理</li> <li>• Financial Derivatives 金融衍生工具</li> <li>• Fixed Income Securities 固定收益證券</li> <li>• Ethics of Financial Analysis 金融分析道德</li> <li>• Corporate Finance 公司財務學</li> <li>• Principles of Investments 投資學原理</li> <li>• Financial Statement Analysis 財務報表分析</li> </ul>



## Study Plan (AY2023/24 onwards)

Study Area 學習範圍	Year 1 一年級	Year 2 二年級	Year 3 三年級	Year 4 四年級
Common Core Curriculum (16 modules) 共同核心課程 (十六個單元)	CHN1000 - Freshman Chinese 大一國文 CHN1002 - Chinese Literature Appreciation 中國文學鑑賞 ENG1001 - University English I 大學英語 (一) ENG1002 - University English II 大學英語 (二) GEN1000 - Perspectives on General Education 透視通識教育 AMS1303 - Probability and Statistics 概率與統計學	CHN2001 - Applied Putonghua 應用普通話 ENG2001 - English for Academic Purpose 學術英語 ENG3002 - English for Professional Communication 專業英語傳意 COM1000 - Contemporary Information Technologies 當代資訊科技		
		General Education Electives - Guidelines for GE Electives Study: 1 module from the cluster 'Humanities' 通識教育 (人文) 1 module from the cluster 'Social Sciences' 通識教育 (社科) 1 module from the cluster 'Science and Technology' 通識教育 (科學/科技) 1 module from the cluster 'Moral Reasoning' 通識教育 (道德思辨) 2 modules from any of the above clusters 兩個通識教育選修科		
		GE Elective (1) 通識教育選修課(1) GEN2004 - General Education Elective: Business Ethics 通識教育選修課：商業道德	GE Elective (2) 通識教育選修課 (2) GE Elective (3) 通識教育選修課(3)	GE Elective (4) 通識教育選修課(4) GE Elective (5) 通識教育選修課(5)
Business Education (10 modules) 商學教育 (十個單元)	ACY2001 - Financial Accounting 財務會計 MGT1002 - Principles of Management 管理學原理 ECO1001 - Business Economics 1 商業經濟學 (一) ECO1002 - Business Economics 2 商業經濟學 (二)	ACY3111 - Corporate Accounting 1 公司會計(一) ACY2021 - Hong Kong Business Law 香港商務法 AMS2001 Quantitative Methods for Business Management 企業管理定量方法 FIN2001 - Financial Management 財務管理	BUS2001 - Principles of Marketing 市場學原理	MGT4001 - Business Policy and Strategy 商業政策及策略
BBA (Financial Analysis and Financial Technology) 15 modules 金融分析和金融 科技 (十五個單元)	Core 核心科目  	COM2005 - Introduction to Computer Programming 計算機編程導論	ACY4008 - Financial Statement Analysis 財務報表分析 FIN3003 - Principles of Investments 投資學原理 FIN3004 - Corporate Finance 公司財務學 FIN4002 - Fixed Income Securities 固定收益證券 FIN4003 - Financial Derivatives 金融衍生工具 FIN4006 - Portfolio Management 投資組合管理 FIN4019 - FinTech Management 金融科技管理	FIN4013 - Ethics of Financial Analysis 金融分析道德 FIN4015 - Alternative Investments 另類投資 ECO4007 - Introduction to Machine Learning Analysis: Applications for Economics and Finance 機器學習分析導論：經濟和金融應用 FIN4020 - Blockchain for Financial Services 金融服務區塊鏈 FIN4021 - Technology Regulation and Ethics 科技監管與倫理
	Elective 選修科目			

**Total no. of modules: 41**  
**Total no. of credits: 120**

\* GEN2004 Business Ethics is a required module for BBA-FAFT students to fulfill graduation requirements.  
BBA-FAFT 同學需修讀 GEN2004 商業道德，並取得合格成績才符合畢業要求。

### List of Financial Analysis and FinTech Electives:

- FIN4014 Wealth Management  
財富管理
- FIN4016 Financial Regulation and Compliance  
金融監管與合規
- FIN4017 Equity Valuation  
股權估值
- FIN4018 Financial Software Application and Trading Workshop  
金融軟件應用與交易工作坊

# GRADUATE ARTICULATION 畢業路向

## Career Prospects 職業前景

Benefiting from the rise of FinTech and the increasing demand for personal financial services, graduates would naturally place themselves in the Financial Analysis and FinTech business sector, such as:

受惠於金融科技的崛起和個人金融服務需求增加，畢業生在金融分析和金融科技行業就業選擇眾多，例如：

- Financial Data Analyst 財務數據分析
- FinTech Startup 金融科技初創企業
- Investment Bank 投資銀行
- Wealth Management 財富管理
- Development Finance 開發性金融
- Business Analyst (FinTech) 商業分析 (金融科技)
- Private Equity Investment 私募股權投資
- Data Analyst 數據分析
- Risk Management 風險管理
- Fund Management 基金管理
- Structured Finance 結構性融資

## Opportunities for Further Studies 持續進修機會

Students who have completed this Programme are able to take professional qualification examinations such as the Chartered Financial Analyst (CFA) and have the option to pursue further higher level degrees in Finance and FinTech related areas.

完成本課程的學生可以參加特許金融分析師 (CFA) 等專業資格考試，或可選擇繼續在金融分析或金融科技方面繼續深造。

# FINANCIAL TRADING LABORATORY 金融交易實驗室

A state-of-the-art Financial Trading Laboratory provides students with hands-on trading experience through the usage of Bloomberg. The Financial Trading Laboratory is the first of its kind among self-financed tertiary institutions in Hong Kong.

此金融交易實驗室能讓學生透過使用彭博終端機獲得模擬金融交易的體驗。本校為香港第一間設有金融交易實驗室的自資大學。

# STUDENT ENRICHMENT OPPORTUNITIES 學生增潤機會

## Internship Programme 實習計劃

HSUHK considers internships an effective learning tool for students. The on-the-job training and close supervision of internship projects help students to integrate textbook knowledge with practice, making the learning experience even more rewarding and challenging.

本校認為實習是學生有效的學習工具。實習計劃中的在職培訓和密切監督有助於學生將課本知識與實踐結合，使學習體驗更具有收穫和挑戰性。



## Exchange Programme 海外交流

HSUHK has also engaged in exchange partnerships with overseas institutions in Asia, Europe and North America. Students can take this opportunity to broaden their horizons and gain international exposure.

本校還與亞洲、歐洲和北美等海外教育機構建立了學生交流合作夥伴關係。學生可以藉此機會拓寬國際視野。



## FREQUENTLY ASKED QUESTIONS 常見問題

Q : Who should study the Programme?

A : Anyone who has a keen interest going into the Finance and FinTech industry. It is also suitable for students who want to use the skills developed from the Programme for business management including entrepreneurship.

問：誰適合修讀此課程？

答：本課程不但適合所有對投身金融及金融科技專業有濃厚興趣的人士修讀，亦適合希望透過本課程以掌握商業管理技能及創業的學生修讀。

Q: What are the differences between HSUHK's BBA (Hons) in Financial Analysis and FinTech Programme and other similar Quantitative Finance/FinTech degree programmes offered by other institutions?

A : Most of the Quantitative Finance and FinTech Bachelor's degree programmes in Hong Kong have BSc designation and are predominately rich in mathematical modelling and computational aspects of financial valuation. They tend to have stronger risk management and financial engineering favours.

On the other hand, HSUHK's BBA (Hons) in Financial Analysis and FinTech is application oriented with emphasis on analytical techniques and methodologies that are widely applied in the investment industry. Consequently, it has strong investment favours.

In addition, our FinTech aspects will not be overly technical but pitch at a higher level of FinTech management and innovation aspects to impact on various fields in financial analysis.

問：本金融分析及金融科技工商管理（榮譽）學士學位課程和其他同類型的教育機構提供的計量金融 / 金融科技學位課程有什麼區別？

答：香港大部分的計量金融 / 金融科技學士學位課程，教學內容側重於財務評估的數學建模和計算，包括風險管理和金融工程等內容。而本校的金融分析及金融科技工商管理（榮譽）學士課程則是以應用為導向，著重廣泛應用於投資行業的金融分析技術和方法。此外，本課程在金融科技教學方面不會過於著重編程化，而是培養學生在金融科技管理和創新等較高層次的能力及分析在金融的各個領域之影響。

Q: What qualities does the BBA (Hons) in Financial Analysis and FinTech Programme seek from applicants?

A: Applicants are expected to demonstrate proficiency in both English and Mathematics.

問：此課程對申請人有什麼要求？

答：本課程希望申請者在英語和數學方面有較熟練的掌握。

Q: BBA (Hons) in Financial Analysis and FinTech has been accepted into the CFA Institute University Recognition Program. What does it mean to be a CFA recognised university?

A: This recognition status granted to BBA (Hons) in Financial Analysis and FinTech is on the basis that 70% of the CFA Program Candidate Body of Knowledge (CBOK) has been incorporated into the Programme. This gives students a solid grounding in the CBOK and positions them well to sit for the CFA exams.

問：本課程已經獲得 CFA 協會大學認證資格。CFA 協會大學的認證資格意味著什麼？

答：本課程涵括了百分之七十的「特許金融分析師課程考生知識體系」內容。因此，本課程能夠為準備參加 CFA 考試之學生，作好足夠準備。

Q: Do I get any exemption from CFA when I graduate from the Programme?

A: The Programme equips students with the CFA Candidate Body of Knowledge and prepares students to take CFA level 1 examination. However, CFA would not normally grant exemptions on any programmes.

問：我從此課程畢業後是否獲得了 CFA 考試的豁免？

答：本課程會在課程內容中裝備學生參加 CFA 一級水平考試。但是，CFA 協會通常不會給予任何學術課程豁免 CFA 考試。

Q: Does the Programme provide extra resources and learning support to students?

A: The Programme provides:

- Financial Trading Laboratory
- Academic conferences and seminar series.
- Coaching support to students participating in external competitions.
- Alumni connections

問：此課程會否為學生提供額外的資源和學習支援？

答：本課程將會提供：

- 金融交易實驗室
- 學術會議及講座系列
- 為參與校外比賽的同學提供指導支援
- 校友聯繫



## ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

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

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。

Tel 電話：3963 5555

Fax 傳真：3963 5553

Website 網頁：<http://www.hsu.edu.hk>

Programme Email 課程查詢：[eaf@hsu.edu.hk](mailto:eaf@hsu.edu.hk)

Admission Email 入學查詢：[ugadmission@hsu.edu.hk](mailto: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。

Information updated as of October 2023. 有關資料更新至 2023 年 10 月。

Bachelor of Business Administration (Honours) in Financial Analysis and FinTech is recognised under the Qualifications Frameworks (QF).

金融分析及金融科技工商管理（榮譽）學士課程

QF Level: 5 | QR Registration No.: 23/000035/L5 | Registration Validity Period: 01/09/2023 to 31/08/2026