



管理學系  
DEPARTMENT OF MANAGEMENT  
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 GLOBAL BUSINESS MANAGEMENT (BBA-GBM)

## 環球商業管理工商管理(榮譽)學士



## PROGRAMME ADVANTAGES 課程優勢

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 90 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 90 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:

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
- Human Resources Officer/Manager  
人力資源主任 / 經理
- Marketing Executive  
營銷行政主任
- Sales Executive  
銷售行政主任
- Data Analyst  
數據分析師
- Management Analyst  
管理分析師
- Public Relations Account Executive  
公共關係客戶主任
- Business Analytics Manager  
業務分析經理
- Supply Chain Manager  
供應鏈經理
- Budget Analyst  
預算分析師



# OVERSEAS EXCHANGE STUDY 海外交流

With more than 90 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.

恒大有超過 90 個海外學習合作夥伴。環球商業管理課程的同學能及早獲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。



“

Hey everyone! So, I just got back from this amazing exchange programme in Helsinki, Finland. It was seriously the best time ever! I got to explore different cities, meet awesome people, and soak up different cultures. But the coolest part was learning about global business management. I teamed up with students from different countries and got a taste of their unique business strategies. It totally opened my eyes to new ways of doing things. This experience was a game-changer for me, no doubt!

”

**Mr Cheung Ka Yuen, Stephen**  
BBA-GBM Year 4 Student

## Locations of Selected Partners 合作夥伴來自的地區

- 📍 Australia
- 📍 Indonesia
- 📍 Japan
- 📍 Mainland China
- 📍 Malaysia
- 📍 South Korea
- 📍 Taiwan
- 📍 Thailand
- 📍 Austria
- 📍 Belgium
- 📍 Czech Republic
- 📍 Finland
- 📍 France
- 📍 Germany
- 📍 Ireland
- 📍 Latvia
- 📍 Lithuania
- 📍 Netherlands
- 📍 Norway
- 📍 Republic of Croatia
- 📍 Romania
- 📍 Spain
- 📍 Sweden
- 📍 Switzerland
- 📍 United Kingdom
- 📍 Israel
- 📍 Canada
- 📍 USA



## ALUMNI SHARING 校友分享

“

As a graduate of the first cohort of the Global Business Management programme at the Hang Seng University of Hong Kong, I wholeheartedly recommend this discipline to all of you. Our programme offers an internationalized curriculum, abundant resources, and excellent faculty. It also provides opportunities for overseas exchanges and internships. This international experience will be a massive advantage in my future career. With the support of global business management teachers, I pursued a master's degree and secured an excellent position at Incubation Team in HKSTP. In addition to the pursuit of academic excellence, I believe that this programme aims to create a unique international mindset in our students and to expand their possibilities in life.

”

**Ms Ng Tsum Wing, Kane**

Officer  
HKSTP - Incubation and Acceleration Programmes  
2023 BBA-GBM Graduate





# 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 experiences and advice on building a global business career.

本課程與業界緊密合作，讓課程內容與時並進。跨國公司的高層領袖亦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



**Kelvin So**  
General Manager -  
Information Technology  
Swire Resources



**Prashant Joshi**  
Director of Global Markets  
BNP Paribas



**Edmund Chui**  
PRC Marketing Director  
High Performance Analog Division  
MaxLinear, Inc.



**Edward So**  
Chief Executive Officer  
Deswell Industries



# STUDENT AWARDS AND ACTIVITIES 學生獎項及活動

Students from our department have achieved excellent performance in external competitions and been awarded prestigious scholarships. To bridge classroom learning and real world business practices, the Department and the University offer a great variety of student activities such as GBM High Table Dinner, Global Bravo Meet, Executive Mentorship Programme, handcraft workshop, Management League.

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。本課程特別設立獎學金予表現優秀的同學。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。包括 GBM 高桌晚宴、Global Bravo Meet、專業導師計劃、手工藝工作坊、管理系聯賽。



▼ GBM High Table Dinner



▲ Scholarship Recipients



▲ 3.6 Academic Achievement Award



◀ Student Activities & Workshop



Global Bravo Meet ▶



# 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 FU Ho Ying, Jeanne**  
**符可瑩教授**  
BSocSc & PhD (HKU)  
Professor  
Head of Department of Management



**Dr LIAO Yi, Eko**  
**廖逸博士**  
BIM (NJU),  
MPhil (LU) & PhD (HKU)  
Associate Professor  
Associate Head of Department  
of Management



**Prof LAU Pak Lung, Victor**  
**劉柏能教授**  
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Professor  
Programme Director of  
BBA-MGT



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**萬穎恩博士**  
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MA (Reading) & PhD (PolyU)  
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Associate Dean (Enterprise and  
Business Engagement) of SBUS



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MPhil (CUHK) & PhD (MSU)  
Associate Professor



**Dr CHAU So Ling**  
**周素玲博士**  
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PGCE (HKU) & DBA (UoN)  
Assistant Professor



**Dr KONG Hao, Kaylee**  
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BBA & PhD (PolyU)  
Assistant Professor  
Programme Director of  
BBA-HRM



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**李曉英博士**  
BBus/BA (Monash U),  
MBA & PhD (Macq U)  
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**王亞美博士**  
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**黃婉珊博士**  
BSSc, MPhil & PhD (CUHK)  
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Associate Programme Director of  
BBA-HRM



**Dr CHEUNG Siu Yin, Sally**  
**張小燕博士**  
BBA (UH), MBA (UH)  
MSc (HKBU), PhD (HKUST)  
Senior Lecturer



**Dr LAW Chiu Ming, Raymond**  
**羅超明博士**  
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MIB (CityU) & DBA (UoN)  
Senior Lecturer  
Associate Programme  
Director of BBA-GBM



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**Dr WONG Yin Yee, Jody**  
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Associate Programme  
Director of BBA-MGT



**Dr HUANG Kai Wai, Willy**  
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Lecturer



**Ms NG Po Kei, Patricia**  
**吳寶琪女士**  
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PGCE (HKU) & MA (HKUST)  
Lecturer



**Mr WONG Wai Ho, David**  
**黃偉豪先生**  
MA (HKU) & BBA (HKUST)  
Lecturer



**Dr WU Xinru, Crystal**  
**吳新茹博士**  
BEcon (GDUFS), MPhil & PhD (LU)  
Lecturer

# 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。

Year Four	GE Elective (6)		Business Elective (3)		GBM Elective (3)		Free Elective (2)		Free Elective (3)	
	GE Elective (5)		MGT4001 Business Policy and Strategy		BUS3008 Global Marketing		FIN4007 International Finance		GBM Elective (2)	
Year Three	GE Elective (3)		GE Elective (4)		Business Elective (2)		MGT4007 International Business		Free Elective (1)	
	ENG3002 English for Professional Communication		GE Elective (1)		GE Elective (2)		Business Elective (1)		MGT3026 Asian Business	
Year Two	ACY2021 Hong Kong Business Law		FIN2001 Financial Management		SCM2001 Management of Contemporary Business Operations		MGT3013 International Management		MGT3023 China Business	
	CHN2001 Applied Putonghua		ENG2001 English for Academic Purposes		COM1000 Contemporary Information Technologies		ACY2001 Financial Accounting		HRM2011 Industrial & Organisational Psychology	
Year One	CHN1002 Chinese Literature Appreciation		ENG1002 University English (II)		AMS1303 Probability & Statistics		ECO1002 Business Economics 2		BUS2001 Principles of Marketing	
	CHN1000 Freshman Chinese		ENG1001 University English (I)		GEN1000 Perspectives on General Education		ECO1001 Business Economics 1		MGT1002 Principles of Management	

**General Education and Generic Skills:**  
16 Modules

**Business Education:**  
12 Modules

**Global Business Management Specialty:**  
10 Modules

**Free Electives:**  
3 Modules





## APPLICATION AND ENQUIRIES ON ADMISSION 入學申請及查詢

Applicants are welcome to submit their applications through the HSUHK Online Application System:

歡迎有意者於恒大網上入學申請系統遞交申請：

<https://registration.hsu.edu.hk/oap/>

For enquiries on the admission process, please contact the Registry.

如對申請程序有任何查詢，敬請聯絡本校教務處。

Tel. 電話：3963 5710

Email 電郵：ugadmission@hsu.edu.hk

Website 網頁：<https://admission.hsu.edu.hk/>



## ENQUIRIES ON PROGRAMME 課程查詢

For enquiries on the programme, please contact the Department of Management.

如對課程有任何查詢，敬請聯絡管理學系。

Tel. 電話：3963 5342 / 3963 5565 / 3963 5566

Programme Website 課程網頁：<https://goo.gl/s3sig5>

Email 電郵：mgt@hsu.edu.hk

Address 地址：Hang Shin Link, Siu Lek Yuen, Shatin, N.T.

新界沙田小瀝源行善里

Programme Website  
課程網頁



Department Website  
學系網頁



Instagram



HSUHK.GBM

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 Global Business Management (BBA-GBM) 環球商業管理工商管理 (榮譽) 學士課程  
QF Level: 5 | QR Registration No.: 19/000679/L5 | Registration Validity Period: 01/09/2019 to 31/08/2026