



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 MANAGEMENT (BBA-MGT) 管理學工商管理(榮譽)學士



# PROGRAMME ADVANTAGES 課程優勢

The BBA-MGT Programme is differentiated from other BBA related programmes as it focuses on building strategic leaders who have considerable expertise in leading, organizing, and motivating people in profit- and non-profit-making organizations from global and local perspectives. In addition to providing business training such as accounting, economics, finance, marketing, and supply chain management, the BBA-MGT Programme puts much emphasis on strengthening our students' soft skills, such as problem-solving, team building, and politicking skills, to improve their personal development and career choices.

管理學課程 (BBA-MGT) 有別於其他 BBA 相關課程，在於它致力培育戰略性領導者，務求讓同學具備國際和本土視野，並能掌握組織和激勵等管理技巧。BBA-MGT 除了提供會計、經濟、金融、營銷和供應鏈等商業培訓外，更著重加強學生的軟技能（例如解難能力、團隊建設和政治技巧等），以助其個人發展和職業選擇。

In the past years, the employment rate of our BBA-MGT graduates was close to 100%, engaging in different types of professions, including human resource management (25.2%), banking, finance, and insurance (18.7%), administrative and management (16.8%), and sales and marketing (8.4%).

多年來，BBA-MGT 畢業生就業率接近 100%，他們從事不同行業，包括人力資源管理 (25.2%)、銀行金融保險 (18.7%)、行政管理 (16.8%)、及銷售和營銷 (8.4%) 等。

The BBA-MGT Programme is endorsed by the Hong Kong Institute of Human Resource Management (HKIHRM). Our students are thus eligible to become HKIHRM Student Member and graduates are eligible to become HKIHRM Associate Member.

BBA-MGT 獲香港人力資源管理學會 (HKIHRM) 認可，故此，同學合資格成為 HKIHRM 學生會員，畢業生則合資格成為 HKIHRM 副會員。



The dormitory of The Hang Seng University of Hong Kong (HSUHK) is surrounded by green mountains and beautiful environment. Students can experience the unique Residential Colleges (RC) system and build closer relationships with teachers and peers.

香港恒生大學 (恒大的) 宿舍翠山環抱、環境優美，同學們可以體驗獨特的住宿式書院制度，並藉此建立更緊密的師生和同儕關係。

# CURRICULUM DESIGN 課程設計

The four-year curriculum design is as follows:

四年課程設計如下：

Year Four 四年級	GE Elective 通識選修	Business Elective 商業選修	Management Elective 管理選修	Management Elective 管理選修	Free Elective 自由選修
	GE Elective 通識選修	Business Policy and Strategy 商業政策及策略	Org Change and Development 組織變革與發展	Research Methods 研究方法	Management Elective 管理選修
Year Three 三年級	Hong Kong Business Law 香港商業法	Training and Development 培訓與發展	MGT Skills Development 管理技巧發展	Management Elective 管理選修	Free Elective 自由選修
	English for Professional Communication 專業英語傳意	GE Elective 通識選修	GE Elective 通識選修	Financial Management 財務管理	Business Elective 商業選修
Year Two 二年級	GE Elective 通識選修	GE Elective 通識選修	Financial Accounting 財務會計	MGT of Contemp. BUS Operations 當代商業營運管理	Organisational Behaviour 組織行為
	Applied Putonghua 應用普通話	English for Academic Purposes 學術英語	Contemporary Information Technologies 當代資訊科技	Principles of Marketing 市場學原理	Human Resource Management 人力資源管理
Year One 一年級	Chinese Literature Appreciation 中國文學欣賞	University English (II) 大學英語 (二)	Probability and Statistics 概率統計學	Business Economics 2 商業經濟學二	Free Elective 自由選修
	Freshman Chinese 大一國文	University English (I) 大學英語 (一)	Perspectives on GE 透視通識教育	Business Economics 1 商業經濟學一	Principles of Management 管理學原理

The curriculum design is well-balanced between professional and liberal education.

課程設計在專業和博雅教育之間取得平衡。



# STUDENT ACTIVITIES 學生活動

By participating in different kinds of student activities, BBA-MGT students' university life are thus enlarged and enriched. For examples:

透過參與不同的學生活動，BBA-MGT 同學的大學生活得以擴大和充實，例如：



## Open Competitions 公開比賽

Two BBA-MGT students won the Gold Award and the Best Advertising Video Award in the Joint University Outstanding Marketing Award (JUOMA), outperforming 388 teams in Hong Kong.

兩名 BBA-MGT 同學擊敗全港 388 支參賽隊伍，勇奪大學聯校市場策劃比賽金獎和最佳廣告影片獎。

## Social Gathering 聯誼聚會

Teachers and students also connect and communicate in networking activities outside classroom.

課堂以外，師生亦會在聯誼活動中聯繫交流。



## Orientation Activities 迎新活動

In an orientation activity, faculty members gave a warm welcome to the BBA-MGT students.

在迎新活動上，老師們誠意歡迎 BBA-MGT 新生。



# OVERSEAS EXPERIENCES 海外體驗



## Overseas Internship 海外實習

A BBA-MGT student (middle) worked as an intern at Federation University in Australia.

BBA-MGT 同學 (中) 在澳大利亞聯邦大學實習。

## Study Tour 遊學團

BBA-MGT students visited Korean Broadcasting System in Seoul, Korea.

BBA-MGT 同學參觀位於韓國首爾的韓國放送公社。



Our students got a chance to live in local families to learn more about indigenous cultures, customs, and lifestyles during the study tour to Okinawa, Japan.

同學們在沖繩遊學團中有機會於當地家庭留宿，藉此瞭解更多本地文化、習俗和生活方式。

## ALUMNI SHARING 校友分享



“

Graduating from HSMC's (former of The Hang Seng University of Hong Kong) BBA-MGT programme was pivotal in shaping my role as a campaigner and spokesperson on climate and green finance at Greenpeace. This programme's diverse curriculum gave me a holistic grasp of business management and introduced me to vital areas like social entrepreneurship, design thinking, and ethics. Its focus on hands-on learning, via simulations and case studies, sharpened my analytical and decision-making skills. This programme has facilitated my entry into HKU's Master of Environmental Management and earning of the EFFAS ESG Analyst Certification. This comprehensive academic foundation has undeniably equipped me to adeptly navigate the multifaceted challenges in my professional and academic pursuits.

恒生管理學院（香港恒生大學前身）管理學工商管理（榮譽）學士課程為我奠定了扎實的商業管理基礎，課程特別著重模擬實景互動和案例研究，有效提高我的分析和決策能力；而且課程的選修科目豐富，如社會企業初創、設計思維和哲學及倫理，對我現時在綠色和平擔任氣候和綠色金融的政策倡議及發言人角色甚有助益。此外，這些經驗和知識更有助我入讀香港大學的環境管理碩士課程，並成功考取歐洲金融分析師聯合會 (EFFAS) 環境、社會與管治分析師認證 (CESGA)。此課程的學術基礎全面，令我在追求專業及學術之路上可以遊刃有餘地應對挑戰。

”

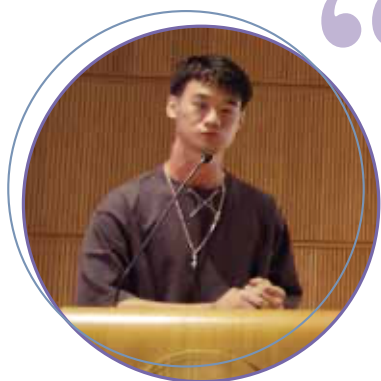
### Mr NG Hon Lam, Tom

Campaigner at Greenpeace; EFFAS  
Certified ESG Analyst® (CESGA)  
2018 BBA-MGT Graduate

### 伍漢林先生

綠色和平項目主任；歐洲金融分析師聯合會  
環境、社會與管治認證分析師 (CESGA)  
2018 年 BBA-MGT 畢業生

## STUDENT SHARING 學生分享



“

“Management extends beyond business applications to personal mastery.” This sentiment, articulated in the BBA-MGT programme promotional video I partook in creating as a MGTQC (BBA-MGT Quasi-Cabinet) member, encapsulates my four-year undergraduate journey. The enlightening curriculum bolstered my managerial acumen, while the autonomy in spearheading research projects enabled my practical skill application across diverse industrial landscapes. Moreover, serving as the 2023/ 24 President of the HSUHK Chinese Students and Scholars Association, I translated theoretical insights and leadership principles into real-world scenarios.

「管理不僅限於商業應用，更延伸至個人修為。」這是我作為 MGTQC (BBA-MGT 虛擬內閣) 成員，參與製作的 BBA-MGT 宣傳影片中的一句話，完美概括了我四年的本科體驗。具啟發性的課程增強了我在管理領域的專業知識，而主導研究課題的自主性使我能夠在各類型的行業格局中實踐所學技能。此外，作為 2023/ 24 年度香港恒生大學中國內地學生學者聯合會的主席，我可以將理論和領導原則在現實環境中付諸實行。

”

### Mr TSANG Ho Ming, Daniel

BBA-MGT Year 4 Student

### 曾浩銘先生

四年級學生

# ACADEMIC TEAM 學術團隊

The academic team is dedicated to teaching, research, and interacting with students.

學術團隊在教學、研究以及學生互動等各方面均全情投入。

<p><b>Prof FU Ho Ying, Jeanne</b> 符可瑩教授 BSocSc &amp; PhD (HKU) Professor Head of Department of Management</p>	<p><b>Dr LIAO Yi, Eko</b> 廖逸博士 BIM (NJU), MPhil (LU) &amp; PhD (HKU) Associate Professor Associate Head of Department of Management</p>	<p><b>Prof LAU Pak Lung, Victor</b> 劉柏能教授 BA (NCCU), MSc &amp; PhD (PolyU) Professor Programme Director of BBA-MGT</p>
<p><b>Dr MAN Wing Yan, Thomas</b> 萬穎恩博士 BSc (Warwick), MA (Reading) &amp; PhD (PolyU) Associate Professor Associate Dean (Enterprise and Business Engagement) of SBUS</p>	<p><b>Dr WANG Chang, Linda</b> 王暢博士 BBA (CUHK), MPhil (CUHK) &amp; PhD (MSU) Associate Professor</p>	<p><b>Dr CHAU So Ling</b> 周素玲博士 BA (CityU), MBA (Heriot-Watt), PGCE (HKU) &amp; DBA (UoN) Assistant Professor</p>
<p><b>Dr KONG Hao, Kaylee</b> 孔顯博士 BBA &amp; PhD (PolyU) Assistant Professor Programme Director of BBA-HRM</p>	<p><b>Dr LEE Wai Ying, Liane</b> 李暉英博士 BBus/BA (Monash U), MBA &amp; PhD (Macq U) Assistant Professor</p>	<p><b>Dr WANG Yamei, Amy</b> 王亞美博士 BComm (UBC), MEcon &amp; PhD (HKU) Assistant Professor Programme Director of BBA-GBM</p>
<p><b>Dr WONG Yuen Shan, Noel</b> 黃婉珊博士 BSSc, MPhil &amp; PhD (CUHK) Assistant Professor Associate Programme Director of BBA-HRM</p>	<p><b>Dr CHEUNG Siu Yin, Sally</b> 張小燕博士 BBA (UH), MBA (UH) &amp; MSc (HKBU) &amp; PhD (HKUST) Senior Lecturer</p>	<p><b>Dr LAW Chiu Ming, Raymond</b> 羅超明博士 BBA (USC), MIB (CityU) &amp; DBA (UoN) Senior Lecturer Associate Programme Director of BBA-GBM</p>
<p><b>Dr LEE Siu Mei, Salina</b> 李小微博士 MBA (Stirling) &amp; DBA (PolyU) Senior Lecturer</p>	<p><b>Dr LUK Wai Ming, Bernard</b> 陸偉明博士 BBA (CityU), MA (CityU) &amp; DBA (UoN) Senior Lecturer</p>	<p><b>Dr WONG Yin Yee, Jody</b> 王賢儀博士 BBA (PolyU), MPhil (CityU) &amp; PhD (UNSW) Senior Lecturer Associate Programme Director of BBA-MGT</p>
<p><b>Dr HUANG Kai Wai, Willy</b> 黃佳威博士 BA (LU), MPhil (LU) &amp; PhD (Birmingham) Lecturer</p>	<p><b>Ms NG Po Kei, Patricia</b> 吳寶琪女士 BSSc (LU), PGCE (HKU) &amp; MA (HKUST) Lecturer</p>	<p><b>Mr WONG Wai Ho, David</b> 黃偉豪先生 MA (HKU) &amp; BBA (HKUST) Lecturer</p>
<p><b>Dr WU Xinru, Crystal</b> 吳新茹博士 BEcon (GDUFS), MPhil &amp; PhD (LU) Lecturer</p>		

Examples of trade books about business management authored by the academic team.

學術團隊撰寫有關企業管理書籍的例子。





## 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\_DEPT\_MGT

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 November 2023. 有關資料更新至 2023 年 11 月。

Bachelor of Business Administration (Honours) in Management (BBA-MGT) 管理學工商管理 (榮譽) 學士課程  
QF Level: 5 | QR Registration No.: 18/000844/L5 | Registration Validity Period: 08/11/2018 to 31/08/2026