

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

綜合工商管理（榮譽）學士



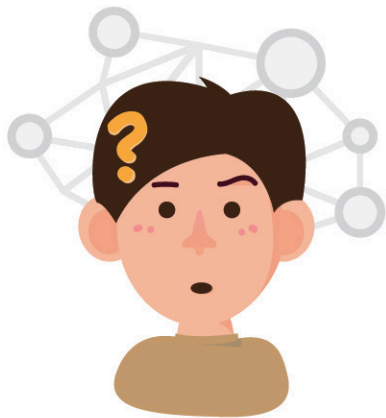
市場學系
DEPARTMENT OF MARKETING
香港恒生大學
**THE HANG SENG UNIVERSITY
OF HONG KONG**

Programme Features 課程特色

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 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.

本課程涵蓋廣泛的商業學科，並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。

Programme Advantage 課程優勢



Hmm... which business major should I choose?

想修讀BBA卻不知道哪一科適合自己？

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.

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

Can I create a unique study plan for myself?

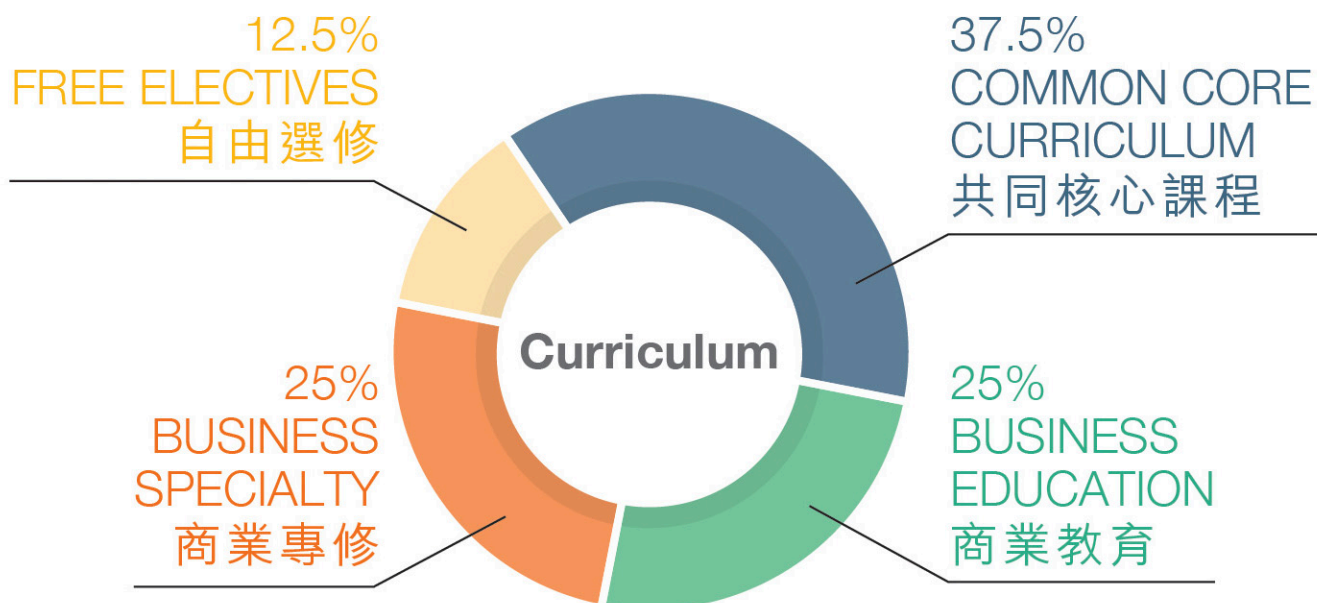
我可以設計自己的課程大綱嗎？

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

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。



Programme Structure 課程結構



The **flexibility** to combine different disciplines...
可**靈活**結合不同商業領域……



Four-Year Study Plan

四年課程設計

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)

Year 3

- Global Logistics Management
- Management Accounting I
- Consumer Behaviour
- 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 2

- Applied Putonghua
- English for Business Communication
- Information Systems in Business
- Financial Accounting
- Hong Kong Business Law
- Global Marketing
- Management of Contemporary Business Operations
- GE **Elective** (1)
- GE **Elective** (2)
- Free **Elective** (1)

Year 1

- Freshman Chinese
- Chinese Literature Appreciation
- English for Effective Communication
- English for Academic Purposes
- Probability and Statistics
- Perspectives on General Education
- Principles of Management
- Principles of Marketing
- Business Economics I
- Business Economics II



FLEXIBILITY
靈活性

Professional Connections 專業連線

- Internship programmes enhance students' hands-on experience and professional connections.
實習計劃加強學生在不同商業領域的工作經驗及網絡。
- 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.
學生專業發展活動，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。
- Alumni events connect students and alumni, building an extensive HSUHK business network.
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 Sharing 校友分享

CEO Talks – Pricerite 實惠家居



CEO Talks – Sincere 先施百貨



Overseas Exchange

海外交流

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

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。

JAPAN

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



USA

- Albright College
- Carthage College
- Cottey College
- Gordon College



SOUTH KOREA

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



FRANCE

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



FINLAND

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



台灣

- 國立臺灣大學
- 中原大學
- 逢甲大學
- 輔仁大學

For a complete list of exchange partners, please refer to the Student Affairs Office webpage.

最新交流計劃合作院校資料請查閱學生事務處網上資訊。

Internship

實習

Our internship programme enables students to apply classroom knowledge to real-life business situations. The on-the-job training and reflective presentations make business education more relevant and rewarding.

實習計劃旨在讓學生把市場學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。

Participating enterprises include 參與機構包括

- AIA International Limited 友邦保險(國際)有限公司
- Alibaba 阿里集團
- A.S. Watson Group 屈臣氏集團
- Hang Seng Bank Limited 恒生銀行
- Kerry Logistics Network Limited 嘉里物流聯網有限公司
- L'Oreal Group 歐萊雅
- Ogilvy & Mather Marketing Communications Ltd.
- Prada Asia Ltd.
- PRIZM Group Hong Kong
- Walt Disney World

Career Prospects

就業前景

Graduates have a wide range of career options, such as:

畢業生的就業選擇眾多，例如：



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.

申請者可透過恒大大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。

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。

Tel 電話：3963 5555

Fax 傳真：3963 5553

Website 網頁：www.hsu.edu.hk

Address 地址：Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

Programme Email 課程查詢：mkt@hsu.edu.hk

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

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 June 2020.

有關資料更新至2020年6月。

Bachelor of Business Administration (Honours) in General Business is recognized under the Qualifications Framework (QF).
QF Level: 5 | QR Registration No.: 20/000379/L5 | Registration Validity Period: 01/09/2020 To 31/08/2021

