

# Bachelor of Business Administration (Honours) in **ECONOMICS** (BBA-ECON)

## 經濟學工商管理(榮譽)學士



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

## WHY SHOULD YOU STUDY ECONOMICS? 為何你要修讀經濟學?

With the deepening of globalisation, the economic relations of countries around the world are getting closer. Economic events, such as the recent Sino-US trade war, foreign exchange and interest rate movements, have exerted a great impact on society. Equipping yourself with the knowledge of economics, not only can give you an insight of the underlying trend, but also can improve your analytical ability, thereby giving you an edge in the job market.

隨著全球化，世界各國經濟關係越來越緊密。而經濟事件，例如近來的中美貿易戰、外匯及利率走勢都對社會有很大影響。掌握經濟學的知識，除了能夠讓你洞悉國際大勢，更能提升分析能力，助你在工作上發揮優勢，在求職時勝人一籌。

## FREQUENTLY ASKED QUESTIONS 常見問題

### Q1: What are the career prospects of BBA (Honours) in Economics?

修讀經濟學工商管理（榮譽）學士課程後的職業前景如何？

Hong Kong is the financial hub of Asia and has always benefited from the trading between China and the world. The rapid economic development in China has led to considerable changes in the economic landscape of Hong Kong and the world. One of the consequences is that Hong Kong may no longer rely merely on its traditional advantages, and it is necessary to re-examine the position of Hong Kong in this era of rapid economic transformation. Economics professional not only can provide support to the government in policy formulation, but also can offer recommendations to corporations for adjusting and coping with the changes; moreover, they can also evaluate the impacts of policies and changes.

香港是亞洲的金融中心，一直受益於中國與世界的貿易往來。中國經濟的快速發展導致香港和世界經濟格局發生了相當大的變化。其中一個後果是：香港或不能再僅僅依賴其傳統優勢，而有必要重新審視香港在經濟快速轉型時期的地位。經濟學專家不僅可以幫助政府制定政策，也可以為企業提供應對變化的建議。此外，他們還可以通過分析去評估政策對社會的影響。

Graduates with economics degree can work in many different areas and are not restricted to any industries, companies, or occupations. The demand for economic analysis is positively correlated with the size of business activities in an economy, complication of new policies and regulations, as well as the complexity of the local and global economy. Therefore, there is a strong demand for economics professionals in response to the growth in these factors.

擁有經濟學學位的畢業生可以在許多不同領域工作，而不受任何行業、公司或職業的限制。社會上對商業活動的分析、政府對新政策的評估，以及對地方和全球經濟的研究等工作領域，都需要掌握經濟學知識和分析技能的專業人才。因此，預計經濟學專業人士的需求將隨著這些因素而增加。

According to a recent employer survey, there is a substantial job demand in the industry. 93.3% of the companies reported that it is better if their staff possess more knowledge in economics. Moreover, 86.7% of the companies prefer the graduates who possess the knowledge of economic issues in China, while another 86.7% of the companies prefer the graduates who have the knowledge of global economic issues.

根據最近的僱主調查，僱主對經濟學專才需求殷切。93.3%的公司期望員工擁有更多經濟學知識。此外，86.7%的公司更喜歡聘請熟悉中國經濟問題的畢業生，而另外86.7%的公司則喜歡聘請擁有全球經濟知識的畢業生。

Employment pathways of BBA-ECON graduates are not confined to specific industries or enterprises as the knowledge of economics can be applied in different positions offered by government agencies, private sector corporations, financial institutions, think tanks, educational institutions and other non-governmental organisations (NGOs).

經濟學工商管理（榮譽）學士課程的畢業生就業途徑並不局限於特定行業或企業。因為經濟學知識可以應用於政府機構、私營企業、金融機構、智庫、教育機構和其他非政府組織所提供的不同職位。

## **Q2: I am interested in studying economics, but I am not good at mathematics. I just wonder if I can pursue a BBA (Honours) in Economics.**

**我對經濟學非常感興趣，但我不擅長數學。我想知道我是否可以攻讀經濟學工商管理（榮譽）學士。**

Our programme is designed to enable students to progress systematically even if they are not good at mathematics. We offer high flexibility in the curriculum design, and while students are required to take 10 modules per year, 4 electives are offered in the third year of study, and 9 electives are offered in the final year.

我們的課程經過精心設計，內容由淺入深，就算不擅長數學的同學也能應付自如。而我們在課程設計中充滿彈性，學生每年需選讀10個單元的課程，而在第3年時我們提供4個同學自選單元，在第4年更提供9個自選單元供同學自己選擇。

Given the great flexibility in module selection, students who like to study non-mathematical courses can choose policy-oriented modules focusing on global economic issues or the economies of mainland China and Hong Kong SAR, while students who are fond of analysing can choose machine learning and artificial intelligence related modules which are based on state-of-the-art analytical techniques. Our curriculum allows students of different abilities and interests to choose their favourite modules so as to better equip themselves for employment after graduation.

鑑於課程設計非常靈活，因此喜歡非數學類課程的同學可以選擇政策分析的課程例如：國際經濟或中港經濟等相關單元。而喜歡分析的同學則可以選擇機器學習及人工智能等採用最先進分析手段的相關單元。我們這種課程安排，能使不同能力及不同興趣的學生都能選取喜愛的科目，更能讓學生修讀其熱衷的課程，以迎合其就業需要。

## PROGRAMME OVERVIEW 課程概覽

The programme aims to equip students with a solid foundation of economics knowledge and to provide training on research skills so that they can conduct economic analysis in decision making and evaluate the impacts of economic issues in a business environment. The programme has three unique features, namely, specially designed modules, practical training, and co-curricular activities.

本課程旨在培訓學生經濟學知識及研究技能，以便他們可以應用經濟分析於商業決策，以及評估經濟議題對商業活動的影響。本課程有三大特點，包括：精心設計的課程單元、實用的技能培訓及各種各樣的課外活動。

## PROGRAMME FEATURES 課程特色

The specially designed modules are focusing on quantitative and qualitative analysis as well as practical skills such as academic and business-report writing and presentation. Practical training focuses on the analysis of real-world economic issues through hands-on training on a variety of research software programmes. Co-curricular learning activities are offered through various academic activities and internship employment so that students can acquire practical and theoretical knowledge as well as relevant working experience.

專門設計的課程單元包含定量和定性分析，及多項實用技能的培訓，例如撰寫業務報告和學術論文，及匯報技巧等。技能培訓側重於通過對各種分析軟件的實際操作培訓，來分析現實世界的不同經濟問題。課外學習活動則通過多種的學術活動及提供實習就業機會，使學生獲得理論和實務上的知識，以及相關工作經驗。

## CAREER PROSPECTS 就業前景

Graduates have a wide range of career options, such as: Economist, Consultant, Policy Analyst, Research Analyst, Real Estate Analyst, Securities and Market Analyst, Financial Data Analyst, Financial Planner, Investment Advisor, Administrative Officer, Executive Officer, Executive Assistant, Management Trainee, Project Officer, Teacher, Financial Journalist, etc.

畢業生的就業選擇眾多，例如：經濟學家、顧問、政策分析師、研究分析師、房地產分析師、證券和市場分析師、財務數據分析師、財務規劃師、投資顧問、管理人員、行政人員、行政助理、見習行政人員、項目主任、教師、財經記者等等不同職業。

## ACADEMIC STRUCTURE 課程架構

The BBA (Honours) in Economics is a four-year programme. Students are required to take a total number of 40 modules with 3 credits each, including 15 modules in the Common Core Curriculum, 10 modules in Business Education, 12 modules in the Specialty in Economics and 3 Free Elective modules.

經濟學工商管理（榮譽）學士為四年制課程。學生須修讀40個單元科目（每個單元均為3個學分），包括15個共同核心課程單元、10個商科教育單元、12個經濟學專修單元及3個選修課單元。

List of Modules		
Common Core Curriculum Modules 共同核心課程單元	Business Education Modules 商科教育單元	Economics Specialty Modules 經濟學專修單元
Chinese Literature Appreciation 中國文學欣賞	Business Economics 1 商業經濟學（一）	Mathematics for Economics and Finance 經濟金融數學
English for Academic Purposes 學術英語寫作	Business Economics 2 商業經濟學（二）	Microeconomics: Policy and Applications 微觀經濟學：政策與應用
English for Business Communication 商業傳訊英語	Business Policy and Strategy 商業政策及策略	Macroeconomics: Policy and Applications 宏觀經濟學：政策與應用
English for Effective Communication 高效傳訊英語	Financial Accounting 財務會計	Money and Banking 貨幣與銀行
Freshman Chinese 大一國文	Financial Management 財務管理	Introduction to Econometrics 計量經濟學導論
Information Systems in Business 商業資訊系統	Hong Kong Business Law 香港商務法	Introduction to Applied Economic Modelling 應用經濟模型導論
Perspectives on General Education 透視通識教育	Management Accounting 1 管理會計（一）	Economic Research and Communication 經濟研究及傳訊
Probability and Statistics 概率與統計學	Operation and Supply Chain Management 營運與供應鏈管理	Plus 5 Specialty Elective Modules 加5個自選的專修單元
Applied Putonghua 應用普通話	Principles of Management 管理學原理	
Plus 6 General Education Elective Modules 加6個通識教育選修單元	Principles of Marketing 市場學原理	

## SPECIALTY ELECTIVE MODULES 自選專修單元

To cater for the needs and interests of different students, this programme offers 11 different Specialty Elective Modules for students to choose from. Students only need to complete 5 of them to graduate. Students who like to study non-mathematical courses can choose policy-oriented modules focusing on global economic issues or the economies of mainland China and Hong Kong SAR, while students who are fond of analysing can choose machine learning and artificial intelligence related modules which are based on state-of-the-art analytical techniques. The programme offers high flexibility to the students and is suitable for students coming from different backgrounds.

為了迎合不同學生的需要及興趣，本課程提供11個不同的專修單元供學生選擇。同學只需修畢其中5個便可以畢業。喜歡非數學類課程的同學可以選擇國際經濟或中港經濟等的政策分析相關單元。而喜歡分析的同學則可以選擇機器學習及人工智能等採用最先進分析手段的相關單元。由於課程設計極具彈性，因此適合不同類型的學生入讀。

### Specialty Elective Modules 自選專修單元

Economic Growth and Development

經濟增長與發展

International Trade and Finance

國際貿易和金融

Public Economics

公共經濟學

Economies of Mainland China and Hong Kong SAR

中國大陸和香港特區的經濟

Global Economic Issues

世界經濟問題

Game Theory and Business Strategy

博弈論與商業戰略

Principles of Investment

投資學原理

Financial Econometrics

金融計量經濟學

Senior Year Project

學生自選課題研究

Introduction to Machine Learning Analysis: Applications for Economics and Finance

機器學習分析導論：經濟學和金融學的應用

Introduction to Neural Network Analysis: Applications for Economics and Finance

神經網絡分析導論：經濟學和金融學的應用

## STUDENT ENRICHMENT 學生培育

### • INTERNSHIP PROGRAMME 實習計劃

HSUHK considers internship to be an effective learning tool for students. 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. Collaborating partners include government departments, multi-national corporations, local companies, and non-government organisations.

恒大認為實習是十分有效的學習途徑。同學透過在職訓練及導師悉心指導，學以致用，獲取寶貴的學習經驗。合作夥伴包括政府部門、跨國公司、本地公司和非政府組織。

### • EXCHANGE PROGRAMME 海外學習交流計劃

Up until 2018, we have established exchange partnership agreement with over 40 overseas institutions across Asia, Europe and North America. Students are encouraged to apply for outbound exchange to these overseas partnering institutions to broaden their horizons.

截至2018年，恒大與超過40間亞洲、歐洲及北美的海外學府簽訂合作協議，鼓勵學生到這些海外學府交流，擴闊視野。

## RESOURCES AND LEARNING SUPPORTS TO STUDENTS 資源與學生的學習支援

- Training on economic modelling software 經濟模型軟件專業培訓
- Financial Trading Laboratory 金融交易實驗室
- Alumni connections 校友聯系
- Academic conference and seminar series 學術會議及講座系列
- Coaching support to students participating in external competitions 為參與校外比賽的同學提供指導支援

## HSUHK JOCKEY CLUB RESIDENTIAL COLLEGES 恒大賽馬會住宿書院

HSUHK is the first self-financing institution to adopt elements of a Residential College approach. The Residential Colleges with 1,200 places are established so that students could benefit from the dynamic and inspiring hall life education programmes. Themes of the four Residential Colleges are respectively Cultural Diversity, Healthy Living, Community Service and Sustainability, which echo HSUHK's "Liberal + Professional" education model.

恒大是全港首間自資院校引入住宿式書院，學生宿舍提供1,200個宿位，每家書院均設有主題，分別是多元文化、健康生活、社會服務及持續發展，與恒大獨有的「博雅 + 專業」辦學模式互相呼應。

## SCHOLARSHIP AND BURSARY 獎助學金

- Entrance (Full and Half) Scholarships 入學獎學金(全額及定額)
- Dean's Award 院長入學獎學金
- Scholarship for Principal Recommended Admission Scheme 校長推薦計劃獎學金
- HSUHK Entrance Bursary Scheme 香港恒生大學入學助學金



Public lecture given at HSUHK by Professor Guanhua Wan, Director of the Institute of World Economy (Fudan University), former Director of Research (Asian Development Bank Institute).

復旦大學世界經濟研究所所長、前亞洲開發銀行研究所研究主任萬廣華教授親臨香港恒生大學作演講。



Offer career talks to students.  
為尚未畢業的學生提供就業講座。

## 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。

Tel 電話 : 3963 5555

Fax 傳真 : 3963 5553

Website 網頁 : [www.hsu.edu.hk](http://www.hsu.edu.hk)

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

Admission Enquiries 入學查詢 : [ugadmission@hsu.edu.hk](mailto:ugadmission@hsu.edu.hk)

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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 Economics is recognized under the Qualifications Framework (QF).

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