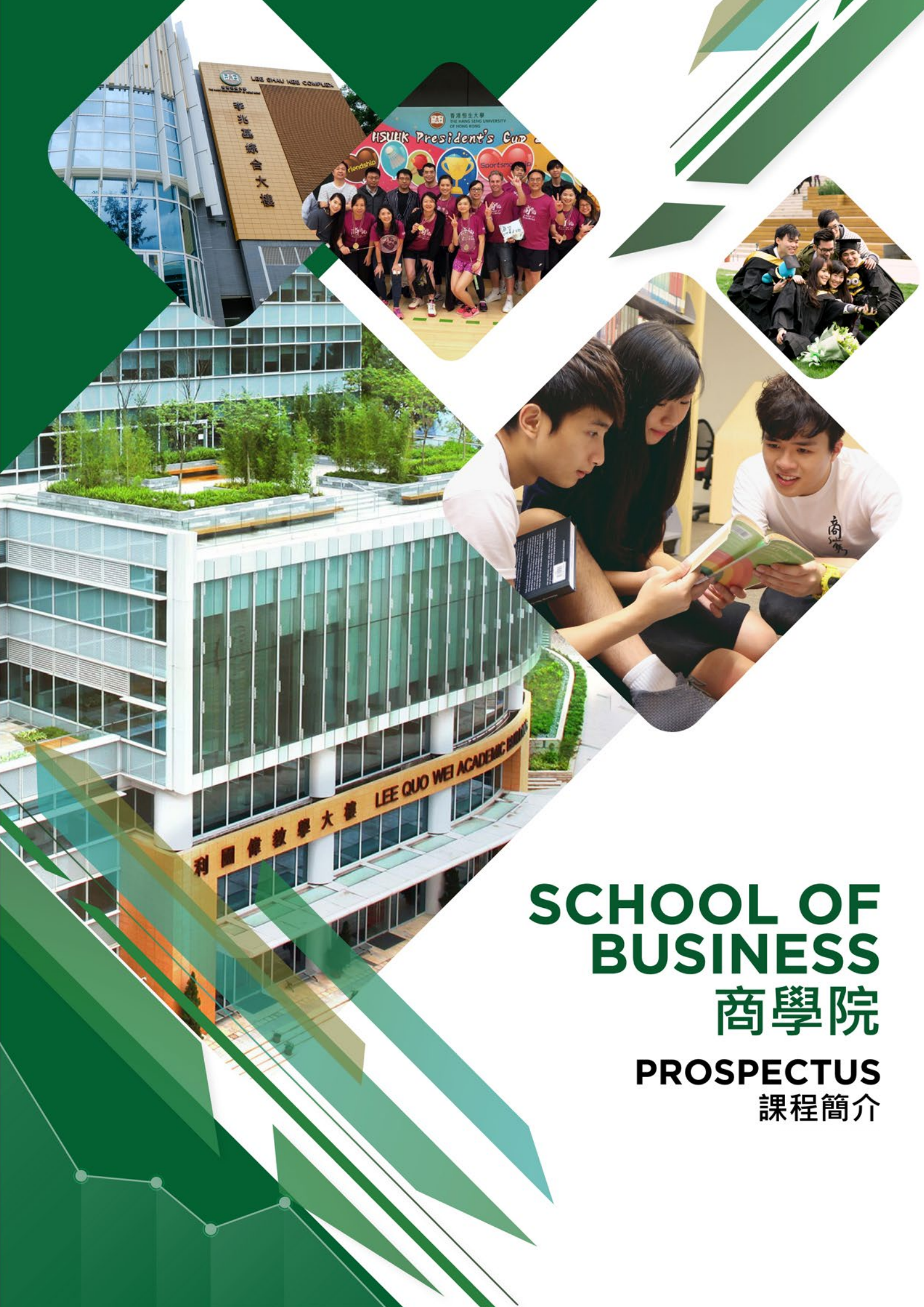




SCHOOL OF BUSINESS 商學院

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Dean's Message 院長的話



As the University's largest School, we are committed to providing quality business education by following HSUHK's "Liberal + Professional" approach to learning. Liberal, as we aim to nurture innovative young people, through offering a broad base curriculum that provides student exposure both within their discipline and across the liberal arts. Professional, in terms of distilling our strong links with industry, commerce and professions in order for students to become responsible citizens and well-equipped to enter the knowledge-based workplace and society.

As the Business School of a private University, we aim to offer an elite service and one of the finest student experiences in Hong Kong and beyond. The quality of our programmes is proven by the significant number of awards won by our students in various competitions, as well as the many compliments provided by different employers. To cater for your needs, our School offers a broad range of undergraduate degree programmes. We have recently successfully launched a Master's degree in Entrepreneurial Management and broadened our international scope through offering a new and exciting BBA (Hons) in Global Business Management, where students can benefit from studying overseas at one or more of our 70+ global partner institutions. We are committed to innovate through providing new and attractive programmes. We will shortly have a portfolio of no fewer than ten Bachelor of Business Administration (Hons) Degree programmes (BBAs), a new Master's of Business Management, with pathways in global finance, marketing, global business management, and accountancy & corporate governance. We will also provide our aspirational students with the opportunity to research for a PhD. These are truly exciting and wonderful times at the School of Business and we look forward to welcoming you aboard.

Professor Bradley R. Barnes
Dean of School of Business

商學院作為香港恒生大學最大的商業專才培訓學院，一直秉持「博雅+專業」的教學模式，為同學提供高質素的商學教育。在「博雅」教育方針下，我們旨在培育具創意的年青人，讓學生在廣闊的學習領域下獲取不同範疇的知識。我們亦遵循「專業」教學理念，與工商業界及專業人士緊密聯繫，為學生投身知識型經濟社會作好準備，成為一個負責任的公民。

作為一所私立大學的商學院，本院致力為學生提供最優質的教育及高端的學習體驗。學生在公開比賽中卓越傑出的表現及僱主對畢業生的高度評價，均反映對恒大商學院優質課程的保證及肯定。商學院提供多元化課程，去年更成功開辦創業管理理學碩士學位課程。為了擴闊學生國際視野，今年更新設環球商業管理工商管理（榮譽）學士學位課程。恒大與全球超過70間院校合作，帶給學生寶貴的海外交流機會。為提供更多創新課程，商學院正計劃開辦不少於十個工商管理（榮譽）學士學位課程，以及正在籌辦中的商業管理碩士學位課程。此課程提供四項專修領域包括環球金融學、市場學、環球商業管理學和會計及企業管治學，為啟發有興趣修讀博士研究生學位課程的學生鋪路。恒大商學院期待您的加入！

李海東教授
商學院院長





Bachelor of Business Administration (Honours) in Corporate Governance and Compliance (BBA-CGC) 企業管治與合規工商管理 (榮譽) 學士



Programme Aims

The Programme aims to provide students with knowledge in corporate governance and compliance. Our goal is to nurture graduates with an entrepreneurial spirit and a strong foundation in relevant laws, regulations and the practices of compliance.

Programme Features

Our Programme not only emphasises training relating to corporate governance and administration, company secretaryship, risk management and compliance, but also equips students with a high level of literacy in accounting and taxation.

Professional Recognition

The Programme has been accredited by the Hong Kong Institute of Chartered Secretaries (HKICS). Graduates are exempted from four papers (out of eight in total) under the International Qualifying Scheme (IQS) examination.

Moreover, the Programme is also accredited by the Association of Chartered Certified Accountants (ACCA), CPA Australia, and the Taxation Institute of Hong Kong (TIHK). Graduates may also choose to pursue an accountancy professional qualification.

Career Prospects

The Programme equips students with knowledge in developing careers in the profession of governance, risk and compliance. There is a rising demand for professionals in these sectors in recent years. Our recent graduates are well sought after by prestigious professional firms and renowned listed companies. Graduates have a wide range of career options, such as company secretaries, corporate administrators, compliance officers, investor relations and investor support services, accountants and management trainees, etc.



課程目的

本課程專為提供企業管治與合規專業知識而設，以助有志於此方面發展的學生成為管治專才。本課程亦致力於培育精於法規及合規實務，並具備企業家精神的畢業生。

課程特色

我們的課程除了注重企業管治、公司秘書、企業行政、風險管理及合規實務的培訓，還提供卓越的會計及稅務知識。

專業認可

本課程已獲香港特許秘書公會(HKICS)認可，畢業生可於國際專業知識評審考試(IQS)中豁免其中四份考卷(共八份考卷)，有助畢業生更快成為市場上的管治專才。

此外，本課程亦獲特許公認會計師公會(ACCA)、澳洲會計師公會(CPA Australia)及香港稅務學會(TIHK)認可，畢業生可獲豁免相關考卷，同時可考取會計師專業資格。

就業前景

本課程致力培養掌握管治、風險和合規領域的專才。鑑於近年工商界對企業管治方面的人才需求殷切，畢業生深受各專業服務公司及著名上市公司的公司秘書及合規部門歡迎。畢業生有廣泛的就業選擇，例如成為公司秘書、公司管理人員、合規專員、投資者關係及投資者服務從業員、會計從業員和管理培訓生等。





Bachelor of Business Administration (Honours) in Professional Accountancy (BBA-PA)

專業會計學工商管理 (榮譽) 學士

Programme Aims

The Programme aims to prepare students to pursue accountancy as a profession. The Programme equips students with theoretical accounting knowledge and practical application skills. Subjects include financial reporting, management accounting, financial management, auditing, taxation, law, accounting information system and business ethics.

Programme Features

To enhance students' learning, many co-curricular activities are organised, including guest lectures, firm visits and participations in professional competitions. These activities create a unique learning experience. We have excellent connections with the profession and potential employers who offer internship and graduate opportunities to students.

Professional Recognition

Accreditation and exemption, subject to regular reaccreditation, have been obtained from the following professional bodies:

- Hong Kong Institute of Certified Public Accountants (HKICPA)
- Association of Chartered Certified Accountants (ACCA)
- CPA Australia
- The Taxation Institute of Hong Kong (TIHK)
- Chartered Institute of Management Accountants (CIMA)
- Hong Kong Institute of Chartered Secretaries (HKICS)

Career Prospects

Graduates are open to ample opportunities to become professional accountants, business leaders and entrepreneurs. Most of our graduates have joined professional accounting firms and financial institutions, participated in management trainee programmes, or pursued studies in graduate schools.

課程目的

本課程旨在為學生從事會計專業作出準備，會計理論和實務知識兼備，涵蓋廣泛的專科領域，包括財務匯報、管理會計、財務管理、審計、稅務、法律、會計信息系統和商業道德。

課程特色

我們將多項課外活動納入學習歷程，包括邀請知名業內人士舉行客席講座、企業參觀、及鼓勵學生參加專業比賽。我們的老師悉心指導學生參加各項專業比賽，創造獨特的學習體驗。教學團隊與業界有良好的連繫，為學生提供實習和就業機會。

專業認可

本課程取得以下專業學會的認證及考試豁免，並需作定期覆核：

- 香港會計師公會
- 特許公認會計師公會
- 澳洲會計師公會
- 香港稅務學會
- 英國特許管理會計師公會
- 香港特許秘書公會

就業前景

畢業生發展機會良多，一直深受僱主認同。畢業生可成為專業會計師、商業領袖和企業家。大部分剛畢業的同學加入會計師事務所及金融機構，參加管理培訓生計劃，或於研究院繼續深造。





Bachelor of Business Administration (Honours) in Economics (BBA-ECON)

經濟學工商管理 (榮譽) 學士

Programme Aims

The programme aims to equip students with a solid foundation of economics knowledge and 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.

Programme Features

This 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.

The specially designed modules are focusing on quantitative and qualitative analysis as well as practical skills such as academic and business-report writing. 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.

Employment Pathways

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).

Career Prospects

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, Economic Journalist, etc.

課程目的

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。

課程特色

本課程為四年制，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。

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研究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。

職業路向

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。

就業前景

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、實習行政人員、項目主任、教師及經濟記者等等。



* This programme is expected to be launched in 2020/21.

* 此課程預計將於2020/21學年開辦。



Bachelor of Business Administration (Honours) in Finance and Banking (BBA-FB) 金融及銀行學工商管理 (榮譽) 學士

Programme Aims

To provide students with core finance concepts and theories, and to enhance their analytical skills, such that they are able to make appropriate judgements and find solutions to the problems arising in finance and banking industries, and contribute to the society.

Programme Features

This is a four-year programme. Students have to take 15 common core modules (include language studies, computing and statistics, general education and humanities), 10 business education modules (include economics, accounting, management and business law), 12 programme-specific modules (include financial institutions and markets, corporate finance, investment and valuation of assets), and 3 electives. Graduates of the programme have already acquired certain professional knowledge that lays a solid foundation for them to excel in their workplace, to conduct individual research, or to pursue further studies.

This programme is suitable for those who have an interest and want to establish a career in the finance and banking industries.

Professional Recognition

The Programme has obtained exemptions and recognition from several professional bodies including The Hong Kong Institute of Bankers (HKIB), Institute of Financial Planners of Hong Kong (IFPHK), Society of Actuaries (SOA), GRC Institute, and CFA Institute.

Career Prospects

Students who complete this Programme can establish a career in the finance and banking industries. Career prospects include, but not limited to, banking officer, credit analyst, financial planner / consultant, fund manager trainee, dealer, customer service officer, management trainee, business development officer, loan officer, etc.



課程目的

為學生提供必要的金融財務知識和理論，以及增強其分析能力，使他們能夠為金融及銀行業所遇見的問題，作出恰當的判斷及提供解決方案，為社會作出貢獻。

課程特色

本課程為四年制，學生須修讀15個共同核心課程單元(包括兩文三語、數學統計、通識及人文學科)、10個商學教育單元(包括會計學、管理學及商業法等)、12個金融及銀行專修單元(包括金融機構與市場、公司財務、投資學及金融產品估值等)，以及3個選修單元。修畢本課程後，畢業生已具備一定的專門知識，為他們在工作上、研究上及升學上，建立穩固基礎。

這課程適合有志於從事金融及銀行業的人士報讀。

專業認可

本課程獲得了若干專業機構的專業豁免及認可，包括香港銀行學會、香港財務策劃師學會、北美精算師協會、治理風險管理及合規管理學會及特許金融分析師協會。

就業前景

完成本課程的學生可以在金融和銀行業開展事業。就業前景包括但不限於：銀行主任、信貸分析員、財務策劃師 / 財務顧問、基金管理培訓生、交易員、客戶服務主任、管理培訓生、商務發展主任及貸款主任等等。





Bachelor of Business Administration (Honours) in Financial Analysis (BBA-FA)

金融分析工商管理 (榮譽) 學士



Programme Aims

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

- provide students with practical knowledge and necessary authentic skills in the global investment profession;
- develop students' financial analytical ability to evaluate alternatives rationally for the purpose of making informed decision; and
- allow students to appreciate the interface between financial analysis and other areas, such as economics, management, investments, financial markets, international finance, financial services and corporate strategy.

Programme Features

Being built on the foundation of the 'Financial Analyst' role, the Programme closely follows the core competency of the recognised professional standard known as the Chartered Financial Analyst Program Candidate Body of Knowledge™ (CBOK). Modules in the Financial Analysis area are intended to track the four major aspects of the CBOK, namely Asset Classes, Investment Tools, Portfolio Management and Wealth Planning, and Ethical and Professional Standards.

Together with the emerging areas, like 'Fintech' and 'Regulation and Compliance' have been developing rapidly in the recent years, related modules are added to enhance students' market competitiveness in these remarkably booming spaces.

Professional Recognition

The Programme has been accepted into the CFA Institute University Affiliation Program. This status is granted to institutions whose degree program(s) incorporate at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and position them well to sit for the CFA exams.

The Programme has also obtained the exemption from the Institute of Financial Planners of Hong Kong (IFPHK) and Society of Actuaries (SOA) for Validation by Educational Experience (VEE) of several papers of certain examinations or programmes.

Career Prospects

Students who have completed this Programme would naturally place themselves to take advantage of the growth in the financial services and business sectors whether in investment banking, the securities industry or other business environment performing the role of an analyst.

課程目的

本課程旨在讓學生掌握財務分析技能，成為投資專業人士。具體來說，本課程：

- 讓學生掌握全球投資專業必備的實用知識和技能；
- 培養學生的金融分析能力以評估合理替代方案並作出明智抉擇；及
- 讓學生認識金融分析和其在經濟、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互動關係。

課程特色

本課程以金融分析師之角色為基礎，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」而設計。金融分析的單元貼近考生知識體系的四大層面，包括資產類別、投資工具、投資組合管理和財富策劃及道德和專業準則。

此外，金融科技管理和金融監管及合規專業近年急速冒起，本課程亦陸續新增相關內容，讓學生在發展迅速的金融行業中，裝備自己迎接挑戰，以投身金融服務行業，並能考取專業資格。

專業認可

本課程已經獲得CFA協會大學認證資格，此認可可授予相關院校，證明其學位課程涵蓋「特許金融分析師課程考生知識體系」中百分之七十的內容，讓學生充分掌握「知識體系」的課程內容，為應考CFA考試作出充分準備。

本課程亦獲得香港財務策劃師學會及北美精算師協會認可在相關考試獲得部分豁免。

就業前景

修畢本課程後，畢業生一般能把握金融服務及商業行業增長的優勢，在相關行業，例如投資銀行業務、證券行業或其他商業環境中，擔任分析師之工作。





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 Aims

The BBA-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.

Programme Features

- Overseas Exchange Study: With more than 60 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.
- Advisory System: The Programme offers timely academic and professional advice on curriculum attainment and career preparation for students. GBM programme works closely with the industry on programme development. Business leaders from prominent multinational corporations are keen to share their experience and advice on building a global business career.
- Interdisciplinary Curriculum: 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.

Career Prospects

- Business Development Manager
- Management Analyst
- Human Resources Officer / Manager
- Public Relations Account Executive
- Marketing Executive
- Business Analytics Manager
- Sales Executive
- Supply Chain Manager
- Data Analyst
- Budget Analyst

課程目的

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，來啟發學生的環球商業觸覺、分析能力及國際視野。

課程特色

- 海外交流：香港恒生大學擁有超過60個海外學習合作伙伴。環球商業管理課程的同學能及早取得海外生活經驗及跨文化訓練，以備日後管理不同文化背景的僱員所需。
- 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。本課程與業界作緊密合作使課程內容與時並進。跨國公司高層領導亦不時與學生分享建立環球商務事業的心得與經驗。
- 跨學科課程：課程結構針對環球商業的專業及基本知識，涵蓋各學術界別的學科，包括管理、金融、營銷、數據科學、政治經濟、文化及國際關係，學生可修讀以上範疇的主修及選修科目。

就業前景

- 業務發展經理
- 管理分析師
- 人力資源主任 / 經理
- 公共關係客戶主任
- 營銷行政主任
- 業務分析經理
- 銷售行政主任
- 供應鏈經理
- 數據分析師
- 預算分析師





Bachelor of Business Administration (Honours) in Human Resource Management (BBA-HRM) 人力資源管理工商管理 (榮譽) 學士



Programme Aims

The Programme aims to:

- nurture professionals and talents in human resource management (HRM) by equipping students with cutting edge theories and practices in HRM;
- cope with the challenges and capitalise on the opportunities in the rapidly changing business environment;
- establish close-knit relationships with HR professionals; and
- understand the legal environment which plays a role in today's HR professionals by taking Employment Law and Business Law as core modules.

Programme Features

The Programme has distinctive features:

- It is a comprehensive and professional curriculum design
- Students are required to complete an HRM internship
- Students can acquire the knowledge of HRIS in the digital age

Professional Recognition

The Programme has been accredited by the following professional bodies:

- Hong Kong Institute of Human Resource Management (HKIHRM)
- Chartered Professional in Human Resources Canada (CPHR Canada) where exemptions on the CPHR National Knowledge Examination in Canada are granted

Career Prospects

- Human Resource Director / Manager
- Learning and Development Training Manager / Officer
- Compensation and Benefits Director / Manager
- Organisational Development Head / Director
- Global Mobility Manager
- Recruiter

課程目的

本課程旨在：

- 培養人力資源管理(HRM)專業人才，為學生提供人力資源管理方面的理論和實踐；
- 培養學生應對挑戰的能力，並在瞬息萬變的商業環境中掌握機遇；
- 讓同學與人力資源專業人才建立緊密的關係；及
- 讓同學修讀《僱傭法》和《商業法》作核心科目，以了解法律環境對人力資源專業人員的重要性。

課程特色

本課程具備以下特色：

- 全面而專業的課程設計
- 學生須完成人力資源管理的實習
- 讓同學能掌握數碼時代中人力資源信息系統的知識

專業認可

本課程已經獲得以下專業機構的認可：

- 香港人力資源管理學會(HKIHRM)
- 加拿大特許人力資源專業學會(CPHR Canada)，並豁免加拿大專業知識評審考試

就業前景

- 人力資源總監/經理
- 學習和發展培訓經理/主任
- 薪酬福利總監/經理
- 組織發展主管/總監
- 全球流動經理
- 招聘員





Bachelor of Business Administration (Honours) in Management (BBA-MGT)

管理學工商管理 (榮譽) 學士

Programme Aims

The Programme aims to:

- provide a first-rate study scheme in management;
- offer a broad-based education to our students;
- strengthen their professional business knowledge as well as various soft skills such as analytical skills, leadership skills and interpersonal skills;
- provide students with varied and in-depth training in both academic and practical skills; and
- integrate General Management, Human Resources Management, and International Management in a balanced manner.

Programme Features

The Programme has distinctive features:

- Flexibility in programme design, focus on the most essential core modules and also a variety of elective modules
- Emphasis on soft skills and a variety of teaching approaches
- Small class teaching context
- Offer credit-bearing internship module
- Provide the "Liberal + Professional" learning experience

Professional Recognition

The Programme has been internationally recognised and accredited by Chartered Professional in Human Resources Canada (CPHR Canada) and granted exemptions from the CPHR National Knowledge Examination in Canada.

Career Prospects

- Management Trainee
- Human Resources Assistant
- Entrepreneurs

課程目的

本課程旨在：

- 提供最佳的管理學課程；
- 提供廣闊的課程學習範圍；
- 鞏固學生專業知識及教授各種軟性技巧，例如分析能力、領導才能及人際關係；
- 兼具學術及實務的培訓，內容多元而深入；及
- 結合一般管理學、人力資源管理學及國際管理學。

課程特色

本課程具備以下特色：

- 靈活的課程設計除涵蓋核心課程外，學生亦可選修各範疇的科目
- 重視軟性技巧的訓練及多元化的教學方法
- 小班教學
- 提供附帶學分的實習科目
- 給予學生「博雅 + 專業」的學習經驗

專業認可

本課程已獲得國際專業組織加拿大特許人力資源專業學會(CPHR Canada)認可，並豁免加拿大專業知識評審考試。

就業前景

- 管理見習生
- 人力資源助理
- 創業者



YOUNG MARKETER OF TOMORROW



Bachelor of Business Administration (Honours) in Marketing (BBA-MKT)

市場學工商管理 (榮譽) 學士



Programme Aims

The BBA-MKT programme aims to provide students with professional marketing training, multidisciplinary business knowledge, and liberal arts education. Not only does it equip students for personal growth and professional development, but it also enables them to undertake further studies in marketing or any business-related discipline. Graduates are expected to exhibit a high level of professionalism and integrity, and to excel in corporate or entrepreneurial careers.

Programme Features

The Programme aims to equip marketing talents with cutting-edge knowledge and skills to address the opportunities and challenges in the global, digital age of the 21st century. Experiential, interactive, project-based, and case-based learning is the cornerstone of this innovative programme.

Professional Recognition

Students in BBA-MKT programme have been awarded top prizes in major competitions:

- Gold Award & Best Advertising Video Award in the 2018 Joint University Outstanding Marketing Award (JUOMA)
- Golden Award in the 2017 HKSTPC Technopreneur Awards
- Second place in the 2017 SCMP Classified Post's "Young Marketer of Tomorrow"
- Silver Medal in the 2016 "Chuang Qing Chun" National Entrepreneurship Competition

Career Prospects

- Advertising Account Executive
- Digital / Social Media Marketing Executive
- Events and Public Relations Officer
- Product Marketing Manager
- Brand Manager
- Marketing Researcher / Analyst

課程目的

市場學工商管理 (榮譽) 學士課程旨在培育市場營銷人才，為學生投身職場或繼續進修作好準備。除了市場學專業知識及實務技巧，課程亦提供基礎商業訓練和通識教育。市場學系畢業生理論與實務能力兼備，就業前景廣闊，既可從事專業市場營銷工作，亦可選擇創業，一展所長。

課程特色

本課程透過以課題為本和個案為本的課堂設計，配合體驗及互動學習，致力培育學生掌握市場學最新的知識和技能，成為優秀的市場營銷專才，以應對21世紀全球數碼時代的各種挑戰及機遇。

專業認可

本課程的學生曾在不同大型比賽中獲獎：

- 2018全港大學聯校市場策劃比賽金獎及最佳廣告錄像獎
- 2017青年企業家發展局「科技企業家獎」金獎
- 2017南華早報 Classified Post "Young Marketer of Tomorrow" 市場策劃比賽亞軍
- 2016「創青春」全國大學生創業大賽銀獎

就業前景

- 廣告客戶主任
- 數碼營銷 / 社交媒體市場主任
- 活動統籌及公共關係主任
- 產品營業經理
- 品牌經理
- 市場研究員 / 分析員





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

綜合工商管理（榮譽）學士



Programme Features

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.

Programme Advantages

The programme enables students to acquire interdisciplinary business knowledge and skills, and thus is ideal for those who are still exploring their interests and potentials.

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

Career Prospects

- Management Trainee
- Assistant Accounting Officer
- Human Resources Officer
- Supply Chain Coordinator
- Consultant
- Financial Analyst
- Digital Marketing Officer

課程特色

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。

課程優勢

本課程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。

課程採取彈性設計，同學可按個人興趣、能力及志向靈活選擇適合自己的學習藍圖。

就業前景

- 管理培訓生
- 助理會計主任
- 人力資源主任
- 供應鏈統籌專員
- 顧問
- 金融分析師
- 社交媒體主任





Master of Business Management (MBM) 商業管理碩士

Programme Aims

The Master of Business Management Programme aims to provide students with the essential business management skills and knowledge to prepare them for a career in global finance, marketing, global business management or accountancy & corporate governance. It is designed as an excellent study pathway for students that wish to grasp the basic functions of business, before specialising in one of the four streams. The programme will also provide a solid foundation for those who wish to undertake research as students must also complete a research project / dissertation within their specialised discipline. On completion of the programme, graduates will be equipped with the tools to effectively manage their chosen area and will be prepared for the challenges of industry.

Programme Features

Designed for graduates from any background, this unique master's degree is a pioneer as it is the only one to offer enrolled students the opportunity to acquire knowledge and skills in any one of four different managerial subjects:

- Accounting and Business Planning
- Corporate Finance
- Global Strategy
- Marketing Management

The programme therefore enables students to follow a pathway of studies to prepare them for pursuing a managerial career. Students enrolled in this one-year full-time programme can complete it up to 5 years, giving them flexibility to meet their practical needs arising from their job or family commitments.

Career Prospects

- Bank Manager
- Business Executive
- Marketing or Sales Professional
- Product Development Manager
- Financial Analyst
- Export Manager
- Management Consultant
- Auditor / Accountant
- Company Secretary
- Researcher

課程目的

商業管理碩士課程旨在提供有關商業管理的必要技能和知識為學生將來投身環球金融、市場營銷、環球商業管理、會計專業及企業管治行業作好準備。此課程讓有志修讀商業管理的同學能先對四個範疇有全面的了解，再集中一個專業範疇鑽研。學生在畢業前需要完成一個研究項目或一篇學術論文，以穩固其學術能力和研究能力。修畢課程後，學生能在自己的專業範疇游刃有餘，並應對從事行業的挑戰。

課程特色

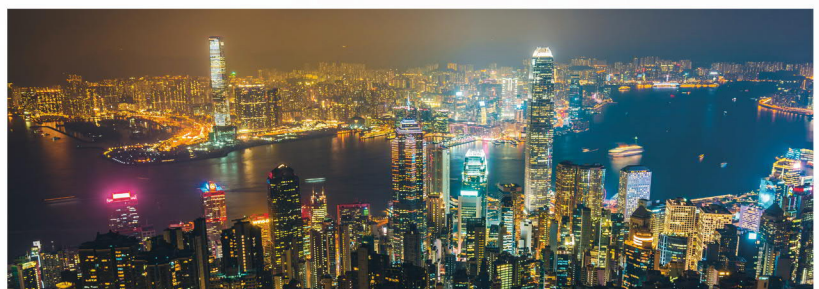
商業管理碩士課程是獨一無二的教授商業知識和技能訓練的課程，適合所有學院的畢業生修讀。此課程提供四個選修的專業範疇供學生選擇：

- 全球戰略
- 會計和業務規劃
- 營銷管理
- 企業財務

為他們將來從事管理階層作好準備。全日制的學習年期可由一年延長至五年時間，讓學生可以彈性安排學習進度，分配個人時間，應付工作或家庭需要。

就業前景

- 銀行經理
- 企業行政人員
- 市場營銷主任
- 產品開發經理
- 金融分析員
- 出口經理
- 企業管理顧問
- 核數師/會計師
- 公司秘書
- 研究員





Master of Science in Entrepreneurial Management (MSC-EM)

創業管理理學碩士



Programme Aims

The Master of Science in Entrepreneurial Management Programme aims to provide students with the essential knowledge and skills for starting and managing new ventures and entrepreneurial organisations. It is designed as an excellent study pathway for people who wish to start and manage their own business, to undertake an entrepreneurial role in large organisations, small to medium sized enterprises (SMEs) and to support the development of start-ups in the dynamic business environment.

The Programme also provides students a solid foundation to pursue academic research in the fields of business, management and entrepreneurship. In this Programme, students shall complete a range of core and elective modules in creativity and entrepreneurship, accounting and business planning for entrepreneurs, entrepreneurial marketing, entrepreneurial and corporate finance, innovation management, and Asian family business as well as a capstone module which may involve a company-based project, an extended business start-up plan, or an academic dissertation to fit individual career aspirations.

Programme Features

- A strong focus on experiential and authentic learning on how entrepreneurs and business executives make decisions in the broader context.
- Value-added learning activities with a pre-incubation programme, seed funding, start-up mentorship and various networking events offered by the Wu Jieh Yee Centre for Innovation and Entrepreneurship.
- A capstone module – MSc Project which may involve a company-based project, an extended business start-up plan, or an academic dissertation to fit individual career aspirations.

Career Prospects

- Start-up Entrepreneur
- SME Management Consultants
- Executives in Venture Capital Firms
- Business Executives
- Product Development and Innovation Managers
- Marketing and Sales Executives
- Executives in Agencies for Supporting Start-ups, SMEs and Innovation
- Researchers

課程目的

創業管理理學碩士課程的目標是為學員提供開創和管理新企業及創業型機構的必要知識，並為有志於創業和企業管理、在大型機構中從事創新活動或輔助初創企業和中小企業發展人士，提供一個理想的學習平台。

本課程亦適合有志從事研究工作，尤其在商業、管理和創業等課題有興趣的人士修讀。課程除設有創意與創業學，也有針對企業家的會計實務、商業計劃、營銷、企業融資、創新管理及亞洲家族企業等必修和選修科目。同時學員亦可按自己的工作需要，完成一份以公司為本的研習報告、初創企業計劃書或學術論文。

課程特色

- 著重於經驗性及實況學習，學生可透過課堂的活動從而掌握企業家和企業管理層如何在營商環境中作出決策的第一手實戰經驗。
- 恒大的伍絮宜創新創業中心為本課程同學提供多種類的學習活動，包括前期創業培育計劃、種子基金、創業指導導師計劃以及各式的交流活動。
- 提供獨特並多元化的碩士項目計劃MSc Project以配合個人的事業發展方向，包括公司項目計劃、創業計劃書、或學術論文。

就業前景

- 初創企業家
- 中小企管理顧問
- 創投公司的行政人員
- 企業行政人員
- 產品開發及創新管理人員
- 市場營銷主任
- 初創企業、中小企及創新支援機構的行政人員
- 研究員



Student Development 學生發展

Internship Programme 實習計劃

HSUHK is committed to soliciting effective local and overseas internships for students to attain practical work exposure while enriching international perspectives. Over 200 enterprises participate in our internship programme and offer internship opportunities for our students, including Hang Seng Bank Limited, the MTR Corporation Limited, Tricor Service Limited, and AIA International Limited.

Since 2016, over 1,000 students in the School of Business have participated in our internship programme.

香港恒生大學致力推行本地及海外工作實習計劃，超過200間機構為本校同學提供實習機會，讓學生獲取實際工作體驗及擴闊國際視野。合作機構包括恒生銀行、香港鐵路有限公司、卓佳集團有限公司和友邦保險(國際)有限公司等等。

自2016年起，商學院已有超過1,000位同學完成實習。



Exchange Programme 海外交流計劃

HSUHK has engaged in exchange partnerships with over 70 overseas institutions across East Asia, Europe, the Middle East and North America. Students are encouraged to participate in the exchange programme in order to broaden their horizons. Since 2016/17, the number of students participating has been increasing within the University. Participation rate in the School of Business now exceeds 40% of the total number of participants.

香港恒生大學與超過70間海外學府簽訂合作協議，包括亞太、歐洲、中東和北美地區，鼓勵學生參與海外交流，擴闊視野。自2016/17學年起，參與海外交流計劃的人數有上升的趨勢，當中商學院同學的參與率超過總數百分之四十。



If you have any questions, please scan:

如有任何問題，歡迎掃描：



In any case of discrepancy between the English and Chinese versions of this prospectus, the English version shall prevail.

本課程簡介以英文為準，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 2021.

有關資料更新至 2021 年 11 月。

ENQUIRIES 查詢

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ADMISSION ENQUIRIES 入學查詢

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