



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 Characteristics 課程特點

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.

恒大擁有超過 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。



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



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

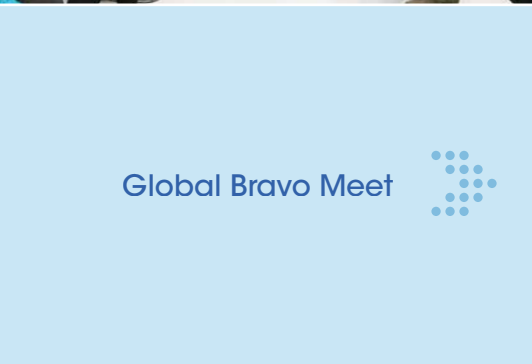
Chief Executive Officer
Deswell Industries



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, Inno Space-Site Visit and DIY Prototyping Workshop.

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、知創空間體驗及原型製作工作坊。



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
Head of Honours Academy



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
BA (NCCU), MSc & PhD (PolyU)
Professor
Programme Director of BBA-MGT



Dr MAN Wing Yan, Thomas

萬穎恩博士
BSc (Warwick),
MA (Reading) & PhD (PolyU)
Associate Professor
Associate Dean (Enterprise and Business Engagement) of SBUS



Dr CHAU So Ling

周素玲博士
BA (CityU), MBA (Heriot-Watt),
PGCE (HKU) & DBA (UoN)
Assistant Professor



Dr KONG Hao, Kaylee

孔穎博士
BBA & PhD (PolyU)
Assistant Professor
Programme Director of BBA-HRM



Dr LEE Wai Ling, Liane

李曉英博士
BBus/BA (Monash U),
MBA & PhD (Macq U)
Assistant Professor



Dr WANG Chang, Linda

王暢博士
BBA (CUHK),
MPhil (CUHK) & PhD (MSU)
Assistant Professor



Dr WANG Yamei, Amy

王亞美博士
BComm (UBC),
MEcon & PhD (HKU)
Assistant Professor
Programme Director of BBA-GBM



Dr WONG Yuen Shan, Noel

黃婉珊博士
BSSc, MPhil & PhD (CUHK)
Assistant Professor
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
BBA (USC),
MIB (CityU) & DBA (UoN)
Senior Lecturer
Associate Programme Director of BBA-GBM



Dr LEE Siu Mei, Salina

李小微博士
MBA (Stirling) & DBA (PolyU)
Senior Lecturer



Dr LUK Wai Ming, Bernard

陸偉明博士
BBA (CityU),
MA (CityU) & DBA (UoN)
Senior Lecturer



Dr WONG Yin Yee, Jody

王賢儀博士
BBA (PolyU), MPhil (CityU) & PhD (UNSW)
Senior Lecturer
Associate Programme Director of BBA-MGT



Dr HUANG Kai Wai, Willy

黃佳威博士
BA (LU),
MPhil (LU) & PhD (Birmingham)
Lecturer



Ms NG Po Kei, Patricia

吳寶琪女士
BSSc (LU),
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。





Enquiries on Admission 入學申請及查詢

Applicants can submit their applications through the HSUHK Online Application System.

申請者可於香港恒生大學網上入學申請系統申請。

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

Email 電郵：ugadmission@hsu.edu.hk

Tel 電話：3963 5710

Enquiries on Programme 課程查詢

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

如有任何關於本課程之查詢，歡迎聯絡管理學系。

Website 網頁：<https://shorturl.at/czARW>

Email 電郵：mgt@hsu.edu.hk

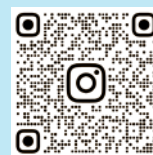
Tel 電話：3963 5342 / 3963 5565 / 3963 5566

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

Website



Instagram: [hsuhk_gbm](https://www.instagram.com/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。

Information updated as of November 2022. 有關資料更新至 2022 年 11 月。

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