



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 (25.6%), banking, finance, and insurance (23.1%), administrative and management (17.9%) and sales and marketing (10.3%).

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 (25.6%)、銀行金融保險 (23.1%)、行政管理 (17.9%) 及銷售和營銷 (10.3%) 等。

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

BBA-MGT 亦獲國際專業組織認可，包括加拿大人力資源特許專業人士 (CPHR Canada) 和豁免加拿大 CPHR 國家知識考試。



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 (恒太) 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。

General Education and Generic Skills (16 Modules) 共同核心課程 (16單元) 39%	Business Education (11 Modules) 商業教育 (11單元) 27%	Management Specialty (11 Modules) 管理專業 (11單元) 27%	Free Electives (3 Modules) 自由選修 (3單元) 7%
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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。

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。

Professional Connections 專業連結

Professional connections are vital to BBA-MGT students. For example:
專業連結對 BBA-MGT 同學十分重要。例如：

Professional Conferences 專業會議

BBA-MGT students may participate in different professional conferences. Not only can they have a better understanding of the business world, but also build their own professional networks.

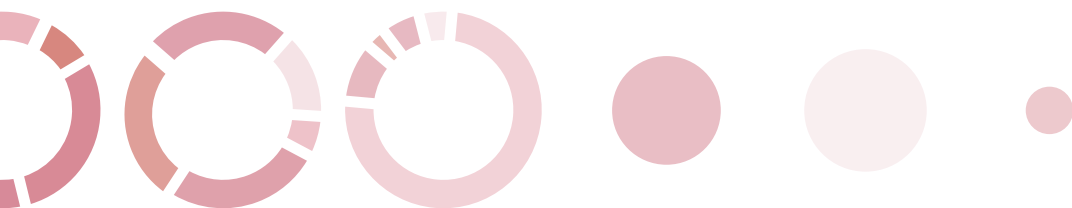
BBA-MGT 同學可以參加不同的專業會議，不但可以加深認識商業世界，亦可以建立自己的專業網絡。



Mentorship Programme 導師計劃

Through the mentorship programme, BBA-MGT students can learn from and build relationships with business elites.

透過導師計劃，BBA-MGT 同學得以向商業精英學習並建立關係。



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。

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
李暉英博士
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
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Dr LEE Siu Mei, Salina
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陸偉明博士
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Senior Lecturer
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黃佳威博士
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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

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。





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://goo.gl/s3sig5>

Email 電郵：mgt@hsu.edu.hk

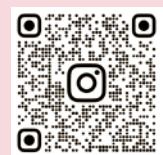
Tel 電話：3963 5342 / 3963 5565 / 3963 5566

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

Website



Instagram: [hsuhk_dept_mgt](https://www.instagram.com/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 2022. 有關資料更新至2022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