



商學院
SCHOOL OF BUSINESS
恒生管理學院
HANG SENG MANAGEMENT COLLEGE

SCHOOL OF BUSINESS

商學院


PROSPECTUS 課程簡介





SCHOOL OF 商學院 BUSINESS

MISSION 使命



The mission of the School of Business at Hang Seng Management College is to provide quality business education to students by adopting the “Liberal + Professional” pedagogical teaching approach. The teaching and learning approach will emphasise the application of theories and enhancement of students’ professional skills. We wish to nurture innovative young people through providing them with an excellent education so that they can become responsible citizens in the knowledge-based economy.

恒生管理學院商學院的使命是透過「博雅+專業」的教學模式，為同學提供高質素的商學教育。教學方法強調理論與實踐並重，以及提高同學的專業技能。我們希望透過卓越的教育培育具創意的青年人，令青年人在這知識型經濟社會中成為負責任的公民。

VISION 願景

The vision of the School is to become a reputable business school in Hong Kong and internationally with strengths in teaching, learning and research.

恒生管理學院商學院一直致力在教與學並科研上成為一所在香港以至在國際上卓越的商學院。

DEPARTMENTS 學系

- ▶ Accountancy 會計學
- ▶ Economics and Finance 經濟及金融學
- ▶ Management 管理學
- ▶ Marketing 市場學



PROGRAMME OVERVIEW

Currently, the School offers five Bachelor of Business Administration (Honours) Programmes and one Master's Degree Programme. They are the BBA (Hons) with Concentration in Accounting, Banking and Finance, and Marketing; BBA (Hons) in Corporate Governance; BBA (Hons) in Financial Analysis; BBA (Hons) in Management; BBA (Hons) in Human Resource Management; and Master of Science in Entrepreneurial Management.

All Bachelor of Business Administration (Honours) Programmes offered by the School of Business accept applications into Year 1 and Year 3 except for BBA (Hons) in Human Resource Management which will only accept students to Year 1. Bachelor of Business Administration (Hons) in Financial Analysis Programme and Bachelor of Business Administration (Hons) in Management Programme also accept applications into Year 2. For the Master of Science in Entrepreneurial Management Programme, please refer to p.12 for details.

課程概覽

商學院現正開辦五個學士學位課程及一個碩士學位課程，包括工商管理（榮譽）學士、企業管治工商管理（榮譽）學士、金融分析工商管理（榮譽）學士、管理學工商管理（榮譽）學士、人力資源管理工商管理（榮譽）學士，和創業管理理學碩士。其中工商管理（榮譽）學士學位課程設有三個專修供同學選擇，分別為會計學、銀行及金融學以及市場學。

除人力資源管理工商管理（榮譽）學士學位課程只接受申請入讀一年級外，所有商學院提供之工商管理（榮譽）學士學位課程均接受申請入讀一年級和三年級。此外，金融分析工商管理（榮譽）學士學位課程及管理學工商管理（榮譽）學士學位課程亦接受申請入讀二年級。有關創業管理理學碩士詳情，請參閱第12頁。

Programmes 課程	Year 1 entry 入讀一年級	Year 2 entry 入讀二年級	Year 3 entry 入讀三年級
BBA (Hons)* with Concentration in 工商管理（榮譽）學士專修 <ul style="list-style-type: none"> ▶ Accounting 會計學 ▶ Banking and Finance 銀行及金融學 ▶ Marketing 市場學 	✓	No Year 2 entry 二年級不接受報名	✓ ✓ ✓
BBA (Hons) in Corporate Governance 企業管治工商管理（榮譽）學士	✓	No Year 2 entry 二年級不接受報名	✓
BBA (Hons) in Financial Analysis 金融分析工商管理（榮譽）學士	✓	✓	✓
BBA (Hons) in Management 管理學工商管理（榮譽）學士	✓	✓	✓
BBA (Hons) in Human Resource Management 人力資源管理工商管理（榮譽）學士	✓	No Year 2 entry 二年級不接受報名	No Year 3 entry 三年級不接受報名

* Students admitted into the Bachelor of Business Administration (Honours) Programme can choose their Concentrations to attain specialised and professional knowledge.
同學入讀工商管理（榮譽）學士課程後，可於三個專修中選取其一，修讀相關專修單元以獲取專業知識。



PROGRAMME CURRICULUM

The Bachelor of Business Administration (Honours) Programmes are four-year full-time integrated business programmes. The Programmes are designed to train and prepare students to become professional leaders or for postgraduate studies. Upon graduation, students will be equipped with the necessary skills and knowledge to take up business related professions.

All BBA Programmes require the completion of 40 modules. To give students a broad-based learning experience, all BBA Programmes are structured with module from the four study areas: Common Core Curriculum, Business Education, Major Specialties and Free Electives.

課程結構

工商管理（榮譽）學士學位課程為四年全日制課程。課程主要目的是培育同學成為商業領導人材及為準備升讀研究生課程的同學奠定基礎。學生畢業後，他們會具備專業知識與技能，能從事各項工商管理相關的工作。

同學在四年內最少須修畢40個單元。為了讓學生有更全面的學習體驗，所有工商管理（榮譽）學士學位課程的結構均涵括共同核心課程、商學教育、專修科目及選修科目四個學習範疇。

Study Area 學習範疇	BBA 工商管理（榮譽）學士			BBA-CG 企業管治 工商管理 （榮譽） 學士	BBA-FA 金融分析 工商管理 （榮譽） 學士	BBA-MGT 管理學 工商管理 （榮譽） 學士	BBA-HRM 人力資源管理 工商管理 （榮譽） 學士
	With Concentration in 專修						
	ACC 會計學	BAF 銀行及金融學	MKT 市場學				
Common Core Curriculum 共同核心課程	15 Modules 單元						
Business Education [#] 商學教育	10 Modules 單元				11 Modules 單元		
Major Specialties [#] 專修科目	12 Modules 單元			11 Modules 單元	12 Modules 單元	11 Modules 單元	12 Modules 單元
Free Electives 選修科目	3 Modules 單元			4 Modules 單元	3 Modules 單元		2 Modules 單元
Total 合共	40 Modules 單元						

[#] The areas of Business Education and Major Specialties comprise core modules and elective modules.
商學教育及專修科目範疇包括核心及選修單元。



Professional Accountancy · Expert Knowledge · Business Ethics
 專業會計 · 才德兼備

Bachelor of Business Administration (Honours) with Accounting Concentration (BBA-ACC)

工商管理（榮譽）學士會計學專修

The Programme equips students with theoretical accounting knowledge and applicability skills to pursue a career as professional accountant. The Programme has been accredited by various professional accountancy bodies, including the ACCA, AIA and CPA Australia and HKICPA. Graduates with professional qualifications are open with ample opportunities to become future business leaders and entrepreneurs.

本課程理論與實踐並重，旨在培育有志投身專業會計行業的學生。本課程獲得多個專業會計團體認可，包括特許公認會計師公會（ACCA）、國際會計師公會（AIA）、澳洲會計師公會（CPA Australia）、香港會計師公會（HKICPA）。畢業生考取專業資格，有助成為未來商界或企業領袖。

Career Prospects 就業出路				Professional Qualification 專業資格
Working Experience 工作年資	Auditing 審計	Taxation 稅務	Commercial 商界	Certified Public Accountant 註冊會計師
0-3 Years 年	Associate / Junior 審計助理	Associate / Junior 稅務助理	Assistant Accountant 會計助理	1. Completed professional examination in HKICPA or ACCA or CPA Australia 完成專業資格考試 2. With 3 years relevant working experience 累積三年相關工作經驗
3-10 Years 年	Audit Senior / Audit Manager 高級審計主任 / 審計經理	Senior / Manager 高級稅務主任 / 稅務經理	Accountant / Manager / Financial Controller 會計師 / 財務總監	
10+ Years 年	Senior Manager / Director / Partner 高級審計經理 / 審計總監 / 合夥人	Senior Manager / Director / Partner 高級稅務經理 / 稅務總監 / 合夥人	CFO / Group Financial Controller 財務總監	



QR Code ▶▶ BBA-ACC



Liberal and Professional Education in Banking and Finance
博雅 + 專業 · 金融專才

Bachelor of Business Administration (Honours) with Banking and Finance Concentration (BBA-BAF)

工商管理（榮譽）學士銀行及金融學專修

The Programme provides students with the skills and knowledge required to prepare them for a professional career in the banking and finance industries. The Programme is suited for all students who have an interest not only in a career in financial services, but also in more general business management. The Programme is accredited by a number of professional organisations, including the Hong Kong Institute of Bankers (HKIB) and CFA Institute.

本課程旨在培育學生掌握銀行和金融知識和技能，為有志成為銀行和金融業專才的學生作準備。課程獲得多個專業機構認可，包括香港銀行公會（HKIB）及特許金融分析師協會（CFA Institute）等。

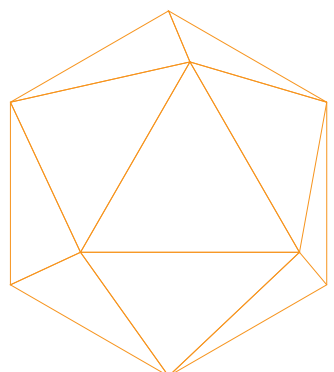
Corporate Banking Administration and General Management 企業銀行行政及管理	Fund Management and Research Analyst 基金管理及研究分析師	Investment and Financial Planning 投資和財務策劃
Skills 技能： <ol style="list-style-type: none"> 1. Communication Skills 溝通能力 2. Interpersonal Skills 人際關係 3. Leadership Skills 領導能力 4. Independent Learning 自學 	Skills 技能： <ol style="list-style-type: none"> 1. Critical Thinking 批判思考 2. Analytical Ability 分析能力 3. Problem Solving Skills 解難能力 	Skills 技能： <ol style="list-style-type: none"> 1. In-depth Understanding of the Client 顧客關係 2. Critical Thinking 批判思考 3. Analytical Ability 分析能力



QR Code ▶ BBA-BAF



INteraction · INspiration · INnovation
 創意策略 · 市場觸覺



Bachelor of Business Administration (Honours) with Marketing Concentration (BBA-MKT)

工商管理（榮譽）學士市場學專修

The Programme offers a wide range of marketing modules to equip students with the multi-dimensional expertise and skills they need for professional careers in marketing-related domains. The Programme features an experiential, interactive, problem-based, and case-based learning mode which actively engages students in thinking, creating, implementing and communicating new ideas.

本課程旨在讓學生廣泛認識市場營銷的不同領域，以獲取在業界發展的重要專業知識。本課程透過經驗為本、互動為本、問題為本、個案為本等深入而多元化的課堂習作和專題研究，讓學生融會思考、創作、實踐和溝通等技巧。

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

畢業生的就業選擇眾多，例如：

Career Prospects 就業出路		
Advertising Account Executive 廣告客戶主任	Digital / Social Media Marketing Executive 數碼營銷 / 社交媒體市場主任	Events and Public Relations Officer 活動統籌及公共關係主任
Product Marketing Manager 產品市場經理	Brand Manager 品牌經理	Marketing Researcher / Analyst 市場研究員 / 分析員



QR Code ▶▶ BBA-MKT



Professional Governance · Company Secretary · Regulatory Compliance
專業管治 · 守法合規

Bachelor of Business Administration (Honours) in Corporate Governance (BBA-CG)

企業管治工商管理（榮譽）學士

The Programme aims at providing students with knowledge in corporate governance and compliance. Graduates are capable of pursuing career as corporate governance professionals such as company secretaries and compliance officers. Accreditation and exemption have been granted by the Hong Kong Institute of Chartered Secretaries (HKICS) in respect of 4 papers (out of 8 in total) under the International Qualifying Scheme (IQS) examination.

Moreover, the Programme is also accredited by the Association of Chartered Certified Accountants (ACCA) and CPA Australia. Graduates may choose to pursue Accountancy professional qualification by taking the respective examination and obtain exemptions from the relevant papers based on the modules completed in the Programme.

本課程旨在讓學生掌握企業管治與合規知識。畢業生可成為企業管治專才，如公司秘書或合規專員。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) 共八份考卷中豁免其中四份考卷，更快成為市場上不可或缺的管治專才。

此外，本課程亦獲特許公認會計師公會 (ACCA) 及澳洲會計師公會 (CPA Australia) 認可，畢業生可獲豁免相關考卷，同時考取會計師專業資格。

Career Prospects 就業出路			Professional Qualification 專業資格
Working Experience 工作年資	Company Secretary 公司秘書	Compliance Officer 合規主任	Chartered Secretary 特許秘書
0-3 Years 年	Company Secretary Assistant 公司秘書助理	Compliance Assistant 合規助理	1. Completed HKICS - IQS Exam 完成香港特許秘書公會 (HKICS) 國際專業知識評審考試 (IQS) 2. With 3 years relevant working experience 累積三年相關工作經驗
3-10 Years 年	Company Secretary Officer / Manager 公司秘書主任 / 經理	Compliance Officer / Assistant Compliance Director 合規主任 / 助理合規總監	
10+ Years 年	Company Secretary 公司秘書	Compliance Director 合規總監	



QR Code ►► BBA-CG



Liberal and professional education in Financial Analysis
博雅 + 專業 · 投資專才

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

金融分析工商管理（榮譽）學士

The Programme within the BBA (Honours) degree equips students with the core financial analytical skills to become effective investment professionals. The Programme is built on the foundations of a financial analyst role, and closely follows the core competencies of the Chartered Financial Analyst (CFA) Program Candidate Body of Knowledge™. HSMC is recognised as one of the institutions with “CFA University Affiliation Program” status. The Programme is not only suitable for those students interested in the finance and investment industry, but also for those who are interested in a general business management career.

本課程旨在培育學生掌握金融分析知識和技能，為有志成為投資專才的學生作準備。課程參照「特許金融分析師課程考生知識體系」設計，並獲得「CFA協會大學認證」資格，使畢業生能夠投身金融服務行業，並能考取專業資格。

Financial Analyst 金融分析師	Equity Analyst 股票分析師	Investment and Financial Planning 投資和財務策劃
<p>Skills 技能：</p> <ol style="list-style-type: none"> Critical Thinking 批判思考 Analytical Ability 分析能力 Problem Solving Skills 解難能力 	<p>Skills 技能：</p> <ol style="list-style-type: none"> In-depth Understanding of Concepts and Strategies 金融知識和投資策略 Critical Thinking 批判思考 Analytical Ability 分析能力 Problem Solving Skills 解難能力 	<p>Skills 技能：</p> <ol style="list-style-type: none"> In-depth Understanding of the Client 顧客關係 Critical Thinking 批判思考 Analytical Ability 分析能力



QR Code ▶▶ BBA-FA





We Value People
管理 · 以人為本

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

管理學工商管理（榮譽）學士

The Programme pledges to provide a state-of-the-art study programme in management. The well-rounded curriculum helps to train students as well-rounded individuals and sharpens their competitive edge. Graduates' career prospects vary from global managers in multinational corporations to entrepreneurs who wish to establish their own companies.

本課程秉持以人為本的博雅精神，旨在培育新一代的管理精英。精心設計的課程有助同學的全人發展，並提升他們的競爭優勢。我們的畢業生可以選擇不同的事業發展方向：從跨國公司的管理層，到獨資經營的創業者，不一而足。

Management Trainee 管理見習生	Human Resources Assistant 人力資源助理	Entrepreneurs 創業者
Skills 技能： <ol style="list-style-type: none"> Leadership Skills 領導能力 Communication Skills 溝通技巧 Team Building Skills 團隊合作能力 Problem Solving Skills 解難能力 Organisational Skills 組織能力 	Skills 技能： <ol style="list-style-type: none"> Negotiation Skills 談判技巧 Communication Skills 溝通技巧 Organisational Skills 組織能力 Ethical Mentality 道德觀念 	Skills 技能： <ol style="list-style-type: none"> Decision-making Skills 決策能力 Creativity 創造力 Commercial Awareness 商業意識 Leadership Skills 領導能力 Problem Solving Skills 解難能力



QR Code ▶▶ BBA-MGT



We Value People
管理 · 以人為本

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

The Programme is a competitive undergraduate programme in Hong Kong as it fully utilises the advantages of HSMC as a private college, which possesses state-of-the-art curriculum design, close-knit relationships, and dedicated professors.

The Programme adopts a state-of-the-art curriculum design that keeps pace with the latest findings in HRM. According to a number of worldwide professional consultancy reports, including Michael Page, Hudson, Robert Walters, Morgan McKinley, Hays, and Deloitte. Human Resource Management has new roles in the digital age, and grasping the knowledge of HRIS is always at an advantage.

An understanding of legal environment is also vital in today's Human Resource professionals, and therefore the Programme requires students to take "Employment Law" and "Business Law" as core modules. Students are also required to complete a Human Resource Management related internship, whereby real-life experiences are accumulated.

本課程充分利用恒生管理學院作為私立學院的有利條件，例如配備最先進的課程設計、師生緊密的關係、和熱誠的教授等，成為香港具競爭力的本科課程。

本課程採用最先進的課程設計，與人力資源管理最新的調查結果保持同步。根據多家世界性專業顧問的報告，包括米高蒲志、翰德、華德士、慕根麥肯立、瀚納仕、和德勤。人力資源管理在數碼時代有了新的角色，而掌握人力資源信息系統的知識總是有優勢的。

對今天的人力資源專業人員來說，了解法律環境也是至關重要的，因此本課程學生必須修讀「僱傭法」和「商業法」作為核心科目，他們也需要完成有關人力資源管理的實習，從而累積實務的經驗。

Career Prospects 就業出路		
Human Resource Director / Manager 人力資源總監 / 經理	Learning and Development Training Manager / Officer 學習和發展培訓經理 / 主任	Compensation and Benefits Director / Manager 薪酬福利總監 / 經理
Organisational Development Head / Director 組織發展主管 / 總監	Global Mobility Manager 全球流動經理	Recruiter 招聘員



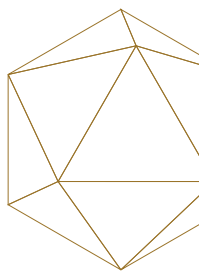
Master of Science in Entrepreneurial Management (MS-EM) 創業管理學碩士

The 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 will also provide a solid foundation for those who want to pursue research in the fields of business, management and entrepreneurship. In this Programme, students shall complete a range of core modules and elective modules in creativity and entrepreneurship, accounting and business planning, marketing, finance, innovation management, family business and leadership, as well as a project which can be in form of a business start-up plan, a company-based project or an academic dissertation.

The Master of Science in Entrepreneurial Management Programme is available for both full-time and part-time studies. The Programme requires the successful completion of 30 credits, which consist of Core Modules, Elective Modules and a MSc Project. The duration for completion is one year for full-time study and two years for part-time study respectively.

本課程的目標是為學生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，提供一個理想學習途徑。本課程亦適合希望從事商業管理及於創業範疇進行研究的人士修讀。同學於本課程需修讀有關創意與創業、會計學與商業計劃、市場學、財務學、創新管理、家族企業及領導等核心及選修學科，並完成一項創業計劃書、企業項目計劃或學術論文。

商學院提供全日制及兼讀制創業管理學碩士課程。學生需要修讀核心單元、選修單元及完成專題研習，合共30學分。全日制及兼讀制學生的預期學習年期分別為一年及兩年。





Research Institute for Business

Funded by the Research Grants Council (RGC) under the Institutional Development Scheme (IDS) 2015/16, the Research Institute for Business (RIB) was set up in January 2016. The Institute aims to provide support and coordinate efforts in business research so that HSMC can advance the understanding of business practice with a focus of local relevance.

Facilities

Wharton Research Data Services (WRDS)

Databases available on Wharton Research Data Services (WRDS) platform provide a wide range of research data in the areas of Accounting, Banking, Economics, Finance and Statistics, etc.

Computer-Assisted Telephone Interviewing (CATI) Centre

Ten stations in the Computer-Assisted Telephone Interviewing (CATI) Centre are equipped with Voice over Internet Protocol (VoIP) and a questionnaire management system to collect opinions from the public and to conduct surveys.

Behavioural Laboratory

The Behavioural Laboratory, comprising a Group Behavioural Laboratory, an Individual Behavioural Laboratory, a reception area and a control room, can be used for conducting in-depth interviews, bargaining experiments, focus groups, as well as research on interpersonal communication and team dynamics, etc.

Working Paper Series

The RIB Working Paper Series presents the results of research projects undertaken by our academic staff to inspire feedback and facilitate ideas exchanges. The series is linked with the Asia-Pacific Research Exchange (ARX) of CFA Institute for further dissemination.

商學研究所

由研究資助局轄下的院校發展計劃資助，自2016年1月，商學研究所（RIB）致力支援及協調商業研究工作，推進本地商業運作及發展。

設備

沃頓研究數據中心

沃頓研究數據中心（WRDS）提供多個數據庫，內容涵蓋會計、銀行、經濟學、金融、統計學等多個範疇的研究數據。

電腦輔助電話調查中心

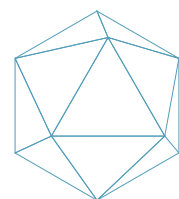
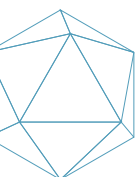
電腦輔助電話調查中心配備先進的網際協議通話技術（VoIP）及問卷管理系統，設有十個工作間，可用於收集公眾意見和問卷調查等。

行為實驗室

行為實驗室設有小組實驗室、個人實驗室、接待處和監控室，可作深入訪談、談判實驗、焦點小組討論及有關人際溝通和組員互動的研究。

研究專論

「研究專論」為本學院教職員提供一個發表學術研究結果的平台，鼓勵反饋及交流。研究手稿亦會刊登於ARX（Asia-Pacific Research Exchange），與更多學者和從業者分享研究結果。



QR Code ▶ RIB

Student Development 學生發展

Internship Programme 實習計劃

HSMC 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 the internship programme and offer internship places for our students.

恒生管理學院致力推行本地及海外工作實習計劃，超過200間機構為本院同學提供實習機會，讓學生獲取實際工作體驗及擴闊國際視野。



Exchange Programme 海外交流計劃

HSMC engages in exchange partnerships with over 40 overseas institutions across Asia, Europe and North America. Students are encouraged to participate in the exchange programme in order to broaden their horizons.

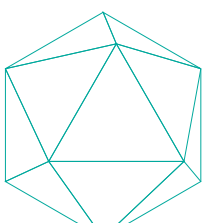
恒生管理學院與超過40間海外學府簽訂合作協議，鼓勵學生參與海外交流，擴闊視野。



HSMC Jockey Club Residential Colleges 恒生管理學院賽馬會住宿書院

HSMC adopts the unique Residential College system which creates an ideal environment for students to study, engage in self-improvement and build inter-personal networks.

恒生管理學院採用獨特的「住宿式書院制度」，為學生營造學習、自我提升和建立人際網絡的理想環境。





If you have any questions, please scan :
如有任何問題，歡迎掃描：



In case of any 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。

Hang Seng Management College is incorporated in Hong Kong with limited liability by guarantee.
恒生管理學院是一間於香港註冊成立之擔保有限公司。

Information updated as of January 2018.
有關資料更新至 2018 年 1 月。

ENQUIRIES 查詢

School of Business Office, 7/F, Lee Quo Wei Academic Building,
Hang Seng Management College

恒生管理學院利國偉教學大樓7樓商學院辦公室

✉ subs@hsmc.edu.hk

🌐 sbus.hsmc.edu.hk/en/

📘 facebook.com/sbus.hsmc.edu.hk/

ADMISSION ENQUIRIES 入學查詢

☎ (852) 3963 5000

✉ registry@hsmc.edu.hk

🌐 www.hsmc.edu.hk

SCHOOL OF 商
BUSINESS 學院