

BACHELOR OF  
BUSINESS ADMINISTRATION (HONOURS) IN  
GENERAL BUSINESS (BBA-GB)  
綜合工商管理(榮譽)學士



市場學系  
DEPARTMENT OF MARKETING  
香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



School of Business  
The Hang Seng University of Hong Kong

## Programme Features 課程特色

### Why Choose BBA-GB? 為何你要修讀綜合工商管理?

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 thus developed offer students a unique advantage in today's complex and dynamic business environment. Under the guidance of personal tutors, students could flexibly choose study paths suited to their interests and aspirations.

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。

### Which business major should I choose? 想修讀 BBA 卻不知道哪一科適合自己?

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

BBA-GB 可以讓同學同時修讀不同商業範疇的核心科目，適合仍在摸索自己發展路向的同學入讀。

### Can I create a unique study plan for myself? 我可以設計自己的課程大綱嗎?

BBA-GB students can customise their own study paths in a flexible curriculum, which allows them to pursue their interests, strength, and career aspirations.

BBA-GB 採用彈性課程設計，學生可按個人興趣、能力及志向靈活選擇適合自己的學習藍圖。

## Programme Structure 課程架構

25%

Business Specialty  
商業專修

37.5%

Common Core Curriculum  
共同核心課程

25%

Business Education  
商業教育

12.5%

Free Elective  
自由選修

商業專修和自由選修是由學生自由組合的



**The FLEXIBILITY to combine different disciplines**  
**可靈活結合不同商業領域**



**Accounting**  
會計



**Finance**  
金融財務



**Management**  
管理學



**Marketing**  
市場學

**Tailor Your Studies**

Year 1	Year 2	Year 3	Year 4
Chinese Literature Appreciation	Applied Putonghua	Consumer Behaviour	Business Policy and Strategy
Freshman Chinese	Contemporary Information Technologies	Global Logistics Management	Management Accounting I
University English (I)	English for Academic Purposes	Financial Management	Industrial and Organizational Psychology
University English (II)	English for Professional Communication	Business Specialty Elective	Business Specialty Elective
Probability and Statistics	Financial Accounting	Business Specialty Elective	Business Specialty Elective
Liberal Arts Education	Hong Kong Business Law	Business Specialty Elective	Business Specialty Elective
Principles of Management	Global Marketing	GE/FE Elective	GE/FE Elective
Principles of Marketing	Management of Contemporary Business Operations	GE/FE Elective	GE/FE Elective
Business Economics I	GE/FE Elective	Free Elective	Free Elective
Business Economics II	GE/FE Elective	Free Elective	Free Elective
	Free Elective		

## List of Business Specialty Elective Modules

Accounting	Finance	Marketing	Management
<ul style="list-style-type: none"> <li>• Auditing and Assurance 1</li> <li>• Corporate Accounting 1</li> <li>• Corporate Accounting 2</li> <li>• Corporate Governance</li> <li>• Hong Kong Company Law</li> <li>• Hong Kong Taxation</li> <li>• Management Accounting 2</li> <li>• Risk Management</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Finance</li> <li>• Financial Institution and Markets</li> <li>• Financial Regulation and Compliance</li> <li>• International Finance</li> <li>• Money and Banking</li> <li>• Principles of Investment</li> <li>• Real Estate Finance and Investment</li> <li>• Personal Financial Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising and IMC</li> <li>• Brand Management</li> <li>• Customer Relationship Management</li> <li>• E-Marketing</li> <li>• Marketing Research</li> <li>• Retail and Channel Management</li> <li>• Services Marketing</li> <li>• Strategic Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Leadership</li> <li>• Entrepreneurship</li> <li>• Management as a Liberal Art: Toward a Better Society</li> <li>• Organizational Conflict Management</li> <li>• Social Entrepreneurship as Creative Problem Solving</li> <li>• Strategic Human Resource Management</li> </ul>

## Explore Industry Connections

Professional activities, such as CEO seminars, company visits, and business skills workshops, link students with the real world and facilitate their understanding of different industries.

Alumni events connect students and alumni, building an HSUHK business network.

學生活動，如CEO講座、企業參觀、商業技能培訓工作坊等，使學生與從業者得以聯繫，加強學生對不同行業的認識。

校友聚會讓校友與學生彼此交流，增進校友、學生與恒大的聯繫。



HSUHK x define CLEAN - Microfilm Competition



CEO Talks – LBS Group



Personal Tutor-Tutee Meeting —  
BrandWell: Level Up Your Career Game with  
Wellbeing Superpowers Workshop!



## Kickstart Your Career

Our internship programme enables students to apply the knowledge learnt from a classroom setting to real-life business situations. 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.

實習計劃旨在讓學生把知識實際應用於工作上。通過在職訓練及導師悉心的指導，同學能夠學以致用，獲取寶貴的學習經驗。

### Participating enterprises include 參與機構包括

- AIA International Limited
- Alibaba
- A.S. Watson Group
- Hang Seng Bank Limited
- Kerry Logistics Network Limited
- L'Oreal Group
- Ogilvy & Mather Marketing Communications Ltd.
- Prada Asia Ltd.
- PRIZM Group Hong Kong
- Walt Disney World



(史偉莎集團)



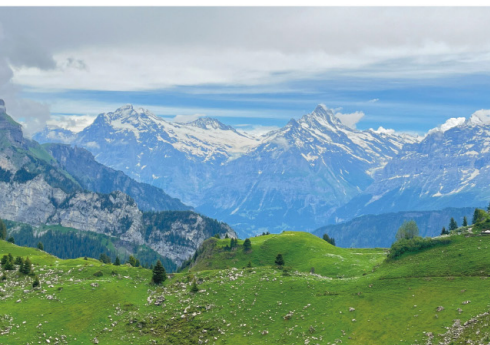
Orientation Day & Student Association



## Outbound Exchange

As of 2024, we have established exchange partnerships with over 100 overseas institutions across Asia, Europe, North America, and the Middle East. Students are encouraged to participate in outbound exchange to broaden their horizons.

截至2024年，恒大與超過100間海外學府簽訂合作協議，鼓勵學生到海外交流，擴闊視野。



### ▲ EUROPE

ICHEC Brussels Management School  
IÉSEG School of Management  
Leeds Beckett University  
University of Applied Science BFI Vienna  
Vilnius University

### ▼ NORTH EUROPE

HAAGA-HELIA University of Applied Sciences  
Laurea University of Applied Sciences  
Stockholm University  
University of Oslo  
VIA University College



### ▲ NORTH AMERICA

Albright College  
Concordia University  
Gordon College  
Illinois Wesleyan University  
Whittier College



### ▲ JAPAN

Aichi Shukutoku University  
Nanzan University  
Osaka International University  
Seinan Gakuin University  
University of Niigata Prefecture

### ▼ SOUTH KOREA

Chung-Ang University  
Hanyang University  
Inha University  
Korea University Sejong Campus  
Pukyong National University



### ▲ Mainland China

Beijing International Studies University  
Guangdong University of Foreign Studies  
Shanghai University of International Business and Economics  
Tsinghua University



For a complete list of exchange partners, please refer to the Global Affairs Office webpage.  
最新交流計劃合作院校資料請查閱環球事務處網上資訊。



# Unlock a World of Possibilities

## Why choose one career when you can master many?

In a world where adaptability drives success, our BBA-GB equips graduates with multidimensional knowledge and transferable skills, preparing them to thrive in dynamic professional environments. With a well-rounded business foundation, the BBA-GB opens doors to diverse career opportunities, including Entrepreneur, Management Trainee, Administrative Officer, Executive Officer and Project Officer.

綜合工商管理（榮譽）學士畢業生擁有跨領域的商業知識與可轉移技能，正是當今瞬息萬變的職場所渴求的多元人才。通過四年的訓練，學生不僅能建構全面且扎實的商業知識，更能培養與不同專業背景人士協作的 ability，奠定堅實的商業基礎。透過多元化的專業培育，畢業生將具備擔任各類核心職務的競爭力，例如：創業者、管理培訓生、政務主任、行政主任和項目主任等領導角色。

## FAQ

### 1 What are the admission requirements?

#### 入學有什麼要求？

Applicants can submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System. For further enquiries, please contact the Registry.

申請者可透過香港恒生大學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。

Year 1 entry Applicants should possess HKDSE or equivalent qualifications.

入讀一年級 申請者應具備香港中學文憑或同等學歷。

Year 3 entry Associate Degree or Higher Diploma in a related discipline.

入讀三年級 申請人須修畢相關學科的副學士或高級文憑課程。

### 2 Are admission interviews required?

#### 招生程序是否包括入學面試？

Applicants may be invited for interviews on a case-by-case basis.

申請人可能會依個別情況獲邀參加面試。







## ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants can submit their applications through The Hang Seng University of Hong Kong Online Application System. For further enquiries, please contact the Registry.

申請者可透過香港恒生大學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。

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Tel. 電話 : 3963 5433/ 3963 5429/ 3963 5134

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

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

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

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

Programme  
Website  
課程網頁



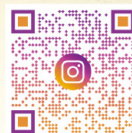
Department  
Website  
學系網頁



SBUS  
Website  
商學院網頁



For more details about the BBA-GB programme, please follow our social media platforms:  
有關 BBA-GB 課程的更多詳情，請關注我們的社交媒體：



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 May 2025. 有關資料更新至 2025 年 5 月。

Bachelor of Business Administration (Honours) in General Business (BBA-GB) 綜合工商管理 (榮譽) 學士課程

QF Level: 5 | QR Registration No.: 20/000379/L5 | Registration Validity Period: 01/09/2020 to 31/08/2026