Bachelor of Business Administration (Honours) in

General Business (BBA–GB)

綜合工商管理(榮譽)學士



香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG
市場學系
Department of Marketing

School of Business
The Hang Seng University of Hong Kong



Programme Features
課程特色

Why Choose GB?
為何選擇 GB?

Designed for the tech-driven era, this programme empowers you to excel across multiple business disciplines. Our integrated curriculum blends traditional business foundations with modern industry trends, ensuring you gain essential transferable skills.

專為科技驅動時代而設，本課程旨在培養精通多元商業範疇的領袖。我們的整合課程不僅涵蓋紮實的商業基礎，更融入最新行業趨勢，助您掌握不可或缺的可轉移技能。

Which business major should I choose?
我應該選擇哪個商科專業為主修？

BBA-GB enables students to acquire interdisciplinary business knowledge and skills, making it 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 pathway for myself?
我可否為自己設計一條獨特的學習路徑？

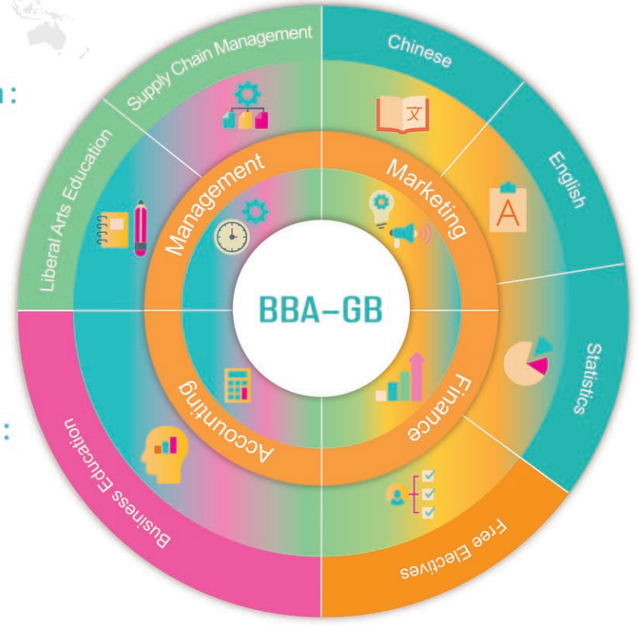
BBA-GB students can customise their own study paths in a flexible curriculum, which allows them to pursue their interests, strength, and career aspirations.

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。

Shape Your Future 開創你的未來

25%
Business Education : Essential business foundation
商業教育：
建立堅實商業基礎

25%
Business Specialty : Deep dive into core areas
商業專修：
深入核心領域



37.5%
Common Core Curriculum : Broaden your perspective
共用核心課程：
拓寬視野

12.5%
Free Elective : Explore your passion
自由選修：
探索個人熱情

List of Business Specialty Elective Modules

Study Plan

BBA–GB Students are required to take 6 major electives from the 4 specialties (ACY. EAF, MGT, and MKT), max 3 in each specialty, to fulfill the academic graduation requirements.

The FLEXIBILITY to combine different disciplines
可靈活結合不同商業範疇

Graduate with a robust foundation and the adaptability to thrive in a dynamic market. Our interdisciplinary approach makes you highly sought-after for roles such as:

畢業時，您將具備堅實的商業基礎及高度適應力，能輕鬆勝任充滿挑戰的職位。憑藉跨學科的專業訓練，畢業生深受業界青睞，就業前景廣闊：

Entrepreneur / Management Trainee
創業家 / 管理培訓生

Human Resouces Officer / Executive Officer
人力資源主任 / 政務主任

Project Officer / Social Media Executive
項目主任 / 社交媒體主任

Empowered with a future-ready mindset, make a meaningful impact in the competitive business world.
以具前瞻性的思維，擁抱競爭激烈的商業環境，發揮獨特影響力。

Explore

Our Industry Connection and Networking

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

專業活動，如CEO講座、企業參觀及商業技能工作坊，能幫助學生接軌真實世界，並加深他們對不同行業的了解。



Orientation Day



Freshman Support

ULife @ HSUHK: Tips for Newbies



Microfilm Competition

A creative opportunity for our students to showcase their talents by creating a short film that promotes a product or idea.



CEO Talks

Wheelock Properties Ltd.

HSUHK Marketing Hackathon

Designed for secondary school students, this Hackathon pairs participants with our student mentors to enhance their marketing campaign, and presentation skills.



HSUHK x CTFLife Marketing Mini-Hackathon 2026







HK Top Brands Advertising Challenge, award presentation ceremony



Alumni Banquet



SBUS Alumni Gala Dinner 2026

Mentorship Programme



Mentorship programmes and Alumni events connect students with graduates, building a strong network that prepares them for the workplace.

師友計劃與校友活動聯繫著學生和畢業生，藉此建立一個強大的人脈網絡，為學生投身職場作好準備。



Company Visit

World One PR & Marketing Limited



WPP Media



GB students celebrate the 6th cohort inauguration and Honours Academy's 5th anniversary.

The HA programme enriches students' academic and professional journeys with tailored modules, global experiences, and mentorship from industry professionals.

Kickstart Your Career

Our internship programme allows students to apply classroom theory to real-life business situations. Through on-the-job training closely supervised by experienced tutors, students turn knowledge into practice, making for a rewarding and challenging learning experience.

實習計劃讓學生能將課堂理論應用於真實的商業情境。在資深導師的緊密指導下，學生透過在職培訓將知識付諸實踐，帶來富挑戰性且充實的學習體驗。



Below are just a few of the local and international organizations at which our BBA-GB students have recently completed internships:

以下為近年BBA-GB學生完成實習的部分本地及國際機構：

Local

- AS Watson Group (Hong Kong) Limited
- Bank of China
- Census and Statistics Department, HKSAR
- Digital Policy Office, Innovation, Technology and Industry Bureau
- Hang Seng Bank
- Hong Seng Tramways
- Langham Hotels (EHK) Limited
- Securities and Futures Commission (SFC)
- The Kowloon Motor Bus Co. (1933)
- The Ritz Carlton, Hong Kong

Mainland

- Shanghai Powerlong Museum
- BOC Digital Services (Nanning) Company Limited
- China Merchants Bank, Qingdao Branch

Overseas

- Hong Kong Trade Development Council (Osaka), Japan
- Liz McKeon, Ireland
- Radisson St. Helen's Hotel, Ireland

Expand Your Global Exposure



To broaden students' global outlook, the University has established exchange partnerships with over 110 institutions worldwide. In addition, overseas study tours provide authentic cross-cultural environments and experience.

為擴闊學生的國際視野，本校與全球逾110所院校建立了交流合作關係。此外，海外遊學團讓學生能親身體驗跨文化環境和體驗。

For details and the full list of institutions, please refer to the Global Affairs Office webpage.
有關詳情及完整院校名單，請參閱環球事務處網頁。

Global Affairs Office
環球事務處

Seize Your Scholarship Opportunity

To recognise outstanding achievements and support students' global learning, HSUHK offers a wide range of scholarships and awards.

為表揚學生的傑出成就，並支持他們擴闊環球視野，恒大設立了多項獎學金及獎項。

For details, please refer to the Student Affairs Office's webpage.
有關詳情，請參閱學生事務處網頁。

Student Affairs Office
學生事務處

Enriching
Student Experiences 學生分享

Aura Wang, BBA–GB Year 3 Student
王瓏樹 綜合工商管理(榮譽)學士課程三年級學生

The BBA-GB programme at HSUHK gave me broad exposure to the business world and helped me discover my true career interests. Outside the classroom, joining the swimming team and serving as a freshman mentor made my university experience even more rewarding. These opportunities allowed me to build lasting friendships and develop my leadership skills.



恒大BBA-GB課程讓我對商業世界有了廣泛的認識，並幫助我發掘了自己的職業興趣。課堂以外，我加入了游泳隊，並在Old Hall和Sunny House擔任新生導師，這些經歷讓我的大學生涯更加充實。不僅結識了許多知心朋友，也大大提升了我的領導能力。





Rex Mak, BBA–GB Year 4 Student
麥耀禧 綜合工商管理(榮譽)學士課程四年級學生

I am one of the members of the Student Ambassador Programme at HSUHK. This role gives me the opportunity to represent the University, serve the community, and promote its positive image. Through public speaking, engagement, and event planning, I have enhanced my leadership skills, discovered my potential, and made a meaningful contribution.



除了修讀BBA-GB課程，我亦是學生事務處學生大使計劃的成員之一。這個角色讓我有機會代表大學服務社會，推廣大學的正面形象，並透過公開演說、交流及活動策劃，提升領導能力、發掘個人潛能，並作出積極貢獻。







Blue Woo, BBA–GB Year 4 Student
胡天藍 綜合工商管理(榮譽)學士課程四年級學生

My exchange semester in Switzerland was a life-changing experience that encouraged me to embrace new challenges, explore different places, and broaden my global perspective. It greatly contributed to my personal growth, and I am truly grateful for this invaluable opportunity from my BBA-GB studies in HSUHK.

我在瑞士的交流學期是一段難忘的人生經歷，讓我勇於迎接新挑戰、探索不同地方，並拓展了國際視野。這段經歷大大促進了我的個人成長。我非常感謝恒生大學BBA-GB課程為我提供如此寶貴的機會。



Sana Kwok, BBA–GB Year 4 Student
郭佩儀 綜合工商管理(榮譽)學士課程四年級學生





As part of my learning journey at HSUHK, my internship in the United States was an enjoyable and rewarding experience. Through marketing and community outreach work, I not only enhanced my professional skills but also gained valuable insights into the local culture. This rare opportunity enabled me to learn and grow in a cross-cultural environment.

在恒生大學的學習旅程中，我有幸到美國實習，這段經歷既愉快又充實。透過參與市場推廣和社區聯繫的工作，我不僅提升了專業技能，也深入了解當地文化。這次寶貴的機會讓我得以在跨文化的環境中持續學習與成長。



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。

Year 1 entry 入讀一年級	Applicants should possess HKDSE or equivalent qualifications. 申請者應具備香港中學文憑或同等學歷。
Year 3 entry 入讀三年級	Associate Degree or Higher Diploma in a related discipline. 申請人須修畢相關學科的副學士或高級文憑課程。

Registry Website 教務處網頁

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。

Tel. 電話： 3963 5433 / 3963 5429 / 3963 5134
Website 網頁： www.hsu.edu.hk
Email 電郵： mkt@hsu.edu.hk
Programme Enquiries 課程查詢： ugadmission@hsu.edu.hk
Admission Enquiries 入學查詢： Hang Shin Link, Siu Lek Yuen, Shatin, NT
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 the latest updates and information about the BBA-GB programme, please follow our social media platform.
了解更多有關BBA-GB 課程的最新資訊與更新，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 prevails.
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 July 2026. 有關資料更新至2026年7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 31/08/2031