

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

Envisioning the Global Future 放眼世界 展望將來



管理學系
DEPARTMENT OF MANAGEMENT
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

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 60 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 60 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.¹

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

Management Analyst
管理分析師

Human Resources Officer/Manager
人力資源主任 / 經理

Public Relations Account Executive
公共關係客戶主任

Marketing Executive
營銷行政主任

Business Analytics Manager
業務分析經理

Sales Executive
銷售行政主任

Supply Chain Manager
供應鏈經理

Data Analyst
數據分析師

Budget Analyst
預算分析師

1. <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/international-business>

Overseas Exchange Study 海外交流

With more than 60 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60個海外學習合作伙伴。環球商業管理課程的同學能及早取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。



Selected Partners 合作伙伴

- University of Lille
- Université Saint-Louis - Bruxelles
- University of Adger
- Linnaeus University
- SRH University Heidelberg
- Amsterdam University of Applied Sciences
- Concordia University
- Illinois Wesleyan University
- Australia Catholic University
- Romania-American University
- Université Paris-Est Créteil
- Laurea University of Applied Sciences

- Fudan University
- National Taiwan University
- Hanyang University
- Osaka International University
- Asia University
- Taylor's University



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。跨國公司高層領導亦會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 G20 Summit Simulation, Elite Network Mentorship Scheme, 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。過往校內曾舉辦G20模擬峰會、精英網絡學長計劃、專業導師計劃、知創空間體驗及原型製作工作坊。



HSBC Scholarship Recipient



Donors of Hong Kong
Young Chief Officers' Association Scholarship
for BBA (Hons) in GBM Students



MGT 3.6 Academic Achievement Award



G20 Summit Simulation



High Table Dinner



Global Bravo Meet



Inno Space DIY Prototyping Workshop

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



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劉柏能博士

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Associate 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

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PGCE (HKU) & DBA (UoN)

Assistant Professor



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MRES (Exeter) & PhD (Durham)

Assistant Professor

Associate Programme Director of MSC-EM



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孔穎博士

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Assistant Professor

Programme Director of BBA-HRM



Dr LEE Wai Ling, Liane

李瑋英博士

BBus/BA (Monash U),

MBA & PhD (Macq U)

Assistant Professor



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王暢博士

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Assistant Professor



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Senior Lecturer



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Senior Lecturer



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陳佩儀女士

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Lecturer



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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 APPLICATION AND ADMISSION 入學申請查詢

For any 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。

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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。

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