

Bachelor of  
Business Administration (Honours) in  
**MANAGEMENT** (BBA-MGT)  
**管理學工商管理（榮譽）學士**

**BBA  
MGT**



We value people 管理・以人為本



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

## Programme Advantages

### 課程優勢

- One of the advantages of the BBA-MGT programme is that it requires students to take fewer yet most important core modules, while they can choose a variety of elective modules. Therefore, students may choose to explore more general business areas or focus on specific business or management niches according to their own interests and career aspirations.

BBA-MGT課程其中一個優點是要求同學修讀較少卻最重要的核心科目，同時選擇不同的選修科。因此，同學可以按照興趣和職業抱負，選擇探索較廣泛的商業領域，也可以專注特定的商業或管理範疇。

- BBA-MGT adopts a variety of teaching approaches, such as case study, experiential learning, simulation games, debates, research projects, and guest lectures. Students can learn from the real-life scenarios and acquire a wide range of soft skills, such as leadership, teamwork, interpersonal skills, and decision making, etc.

BBA-MGT採用不同的教學方法，例如案例研究、體驗式學習、模擬遊戲、辯論、研究項目和客席講座，同學得以從現實生活情景學習，並掌握各種軟技能，例如領導才能、團隊合作、人際技巧、和決策能力等。

- BBA-MGT adopts a small class teaching mode that allows more interactions among teachers and students.

BBA-MGT採用小班教學模式，增加老師和同學的互動。

- The Residential Colleges system helps facilitate the teaching philosophies of BBA-MGT.

住宿書院制度有助促進BBA-MGT的教學理念。



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（恒大）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
	GE Elective 通識選修	GE Elective 通識選修	Financial Management 財務管理	Business Elective 商業選修	International Management 國際管理學
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	ENG2002 English for Professional Communication 專業英語傳意	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	ENG 1002 University English (II) 大學英語(二)	ENG2001 English for Academic Purposes 學術英語	Probability and Statistics 概率統計學	Business Economics 2 商業經濟學二
	Freshman Chinese 大一國文	ENG 1001 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 liberal and professional education.

課程設計在博雅和專業教育之間取得平衡。

General Education and Generic Skills (16 Modules) 共同核心課程 (16單元) 37.5%	Business Education (11 Modules) 商業教育 (11單元) 27.5%	Management Specialty (11 Modules) 管理專業 (11單元) 27.5%	Free Electives (3 Modules) 自由選修 (3單元) 7.5%
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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**



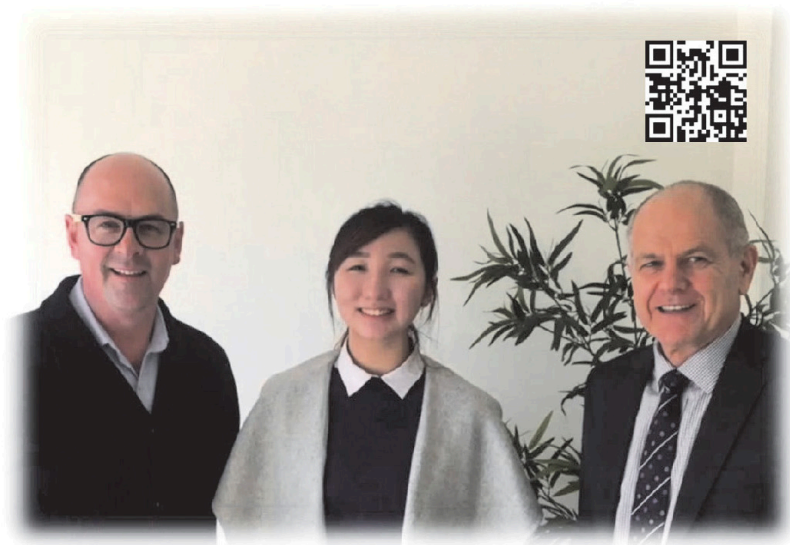
In an orientation activity, faculty members gave a warm welcome to the BBA-MGT students.

在迎新活動，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。

## ■ Exchange Programme 交換生計劃



A BBA-MGT student (2nd from right) enjoyed the exchange study at Lille, France.

BBA-MGT同學(右二)享受於法國里耳的交換生生活。



# 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，他們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、研究以及跟學生互動等各方面，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

### Dr LAU Pak Lung, Victor

劉柏能博士

BA (NCCU), MSc & PhD (PolyU)  
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

BA (CityU), MBA (Heriot-Watt),  
PGCE (HKU) & DBA (UoN)  
Assistant Professor

### Dr CHUI Lai Man, Susanna

徐麗雯博士

BA (York), MA (Leicester),  
MRES (Exeter) & PhD (Durham)  
Assistant Professor  
Associate Programme Director of  
MSC-EM

### Dr KONG Hao, Kaylee

孔穎博士

BBA & PhD (PolyU)  
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

### 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 LAW Chiu Ming, Raymond

羅超明博士

BBA (USC), MIB (CityU) &  
DBA (UoN)  
Senior Lecturer

### Dr LEE Siu Mei, Salina

李小微博士

MBA (Stirling) & DBA (PolyU)  
Senior Lecturer

### Dr LUK Wai Ming, Bernard

陸偉明博士

BBA (CityU), MA (CityU) &  
DBA (UoN)  
Senior Lecturer

### Dr WONG Yin Yee, Jody

王賢儀博士

BBA (PolyU), MPhil (CityU) &  
PhD (UNSW)  
Senior Lecturer

### Dr WONG Yui Woon

王銳桓博士

MBA (UniSA) & DBA (UoN)  
Senior Lecturer

### Ms CHAN Pui Yee, Angela

陳佩儀女士

BA & MBA (PolyU)  
Associate Programme Director of BBA-GBM  
Lecturer

### Dr HUANG Kai Wai, Willy

黃佳威博士

BA (LU), MPhil (LU) & PhD (Birmingham)  
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的書籍。



# ENQUIRIES

## 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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