



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG

For Mainland  
Applicants with  
JEE Qualification

供国内高考  
申请人参考



# UNDERGRADUATE ADMISSIONS

本科入学申请 2024/25



2023 AppliedHE™

ASEAN+ Private University Assessment

「东盟地区+」私立大学评鉴

**1<sup>ST</sup> IN THE GREATER  
CHINA REGION**  
大中华地区整体

- ▼ **1<sup>st</sup> in Employability**  
毕业生就业能力
- ▼ **3<sup>rd</sup> in Research**  
研究
- ▼ **5<sup>th</sup> in Community Engagement**  
社区贡献

**TOP 200**

Worldwide on “Quality Education”,  
“Decent Work and Economic Growth”  
in THE University Impact Rankings 2021

「优质教育」、「良好工作和经济增长」  
英国泰晤士高等教育 — 大学影响力排名2021

**6,700+**

- ▼ **Full-time Students**  
全日制学生

**1:23.2**

- ▼ **Teacher-Student Ratio**  
师生比例

**24,800+**

- ▼ **Cumulative Number of  
HSSC / HSMC / HSUHK  
Graduates**  
恒商/恒管/恒大毕业生





# 26

Undergraduate Programmes  
本科课程

# 20+

Minor Programmes  
副修课程

# 14

Taught Postgraduate Programmes  
修课式硕士课程



## UNDERGRADUATE PROGRAMMES

### 本科课程

#### School of Business

##### 商学院

- Corporate Governance and Compliance  
企业管治与合规
- Economics  
经济学
- Finance and Banking  
金融及银行学
- Financial Analysis and FinTech  
金融分析及金融科技
- General Business  
综合工商管理
- Global Business Management  
环球商业管理
- Human Resource Management  
人力资源管理
- Management  
管理学
- Marketing  
市场学
- Professional Accountancy  
专业会计学

#### School of Communication

##### 传播学院

- Arts and Culture Communication  
艺术及文化传播
- Convergent Media and Communication Technology  
融合媒体及传播科技
- Journalism and Communication  
新闻及传播

#### School of Decision Sciences

##### 决策科学学院

- Supply Chain Management  
供应链管理
- Actuarial Studies and Insurance  
精算及保险
- Applied Computing  
计算机应用
- Data Science and Business Intelligence  
数据科学及商业智能学
- Management Science and Information Management  
管理科学与资讯管理

#### School of Humanities and Social Science

##### 人文社会科学学院

- Art and Design  
艺术设计
- Chinese  
中文
- Cultural and Creative Industries  
文化及创意产业
- English  
英国语文
- Psychology  
心理学
- Asian Studies  
亚洲研究
- Philosophy, Politics and Economics  
哲学、政治与经济

#### School of Translation and Foreign Languages

##### 翻译及外语学院

- Translation with Business  
商务翻译



# HSUHK JOCKEY CLUB RESIDENTIAL COLLEGES

## 恒大赛马会 住宿书院



1,200

Accommodation Places  
宿位

4

Residential Colleges  
住宿书院

HSUHK offers on-campus accommodation at HSUHK Jockey Club Residential Colleges and Old Hall. Mainland students may apply for accommodation by submitting the application via Residential Colleges Management System if interested. Accommodation places will be allocated subject to availability and not guaranteed.

恒大提供赛马会住宿书院和元舍堂的在校宿位，内地学生将按正常程序申请自费住宿，届时大学会按照宿舍的实际情况安排宿位，宿位并不保证。





ONE STUDENT,  
ONE INTERNSHIP  
—学生—实习



300+

Partnering  
Organisations  
合作机构

1,500+

Internship  
Opportunities  
实习机会

GLOBAL EXCHANGE  
PROGRAMMES  
环球交换生计划

30+

Regions  
地区

100+

Global Exchange Partners  
环球交流夥伴



LIFE-WIDE LEARNING ACTIVITIES  
全方位学习活动

40+

Student-led Organisations  
and Sports Teams  
学生团体及运动校队

180+

Service-learning  
Projects  
服务学习项目



\$20 MILLION+

Scholarships &  
Bursaries Amount  
超过二千万奖学金及助学金



90%

Graduates Employment /  
Further Studies  
毕业生就业/进修





# SCHOOL OF BUSINESS

# 商学院



Tencent Holdings Ltd		Earnings   EE		Dividends   DIV		Price Ratios   GP					
Level	1311.40	330	Actual	Est	Ytd	12m Td	0.73	P/Bk	5.11		
Change	-4.20	-1.2%	Date	03/21/23	12/23	SyGrw	22.22	SyGrw	50.00	P/Sales	10.08
Bkt	331.60	32900	YTD	14.97	26.86	Scale	60/10/20	Type	Final	P/CF	10.08
Ask	331.80	41600	EPS	20.04	15.08	Currency	NKD	Account	2.40	EV/EBITDA	11.43
Open/Close	328.00	335.00	Historical Chart   CH		Treasury Chart   GP						
52Wk	416.60	01/22/23									
52Wk	188.80	10/26/22									
YTD	+14.34%	+6.33%									
SyYr	+68.06%	+12.60%									
Beta	1.311	HSI									
AVG	9.364	HSI									
MC30	3.161										
ADV	6.433	Relative Valuation   RV									
WPP	230.022	Range	Price	10d	5d	P/E	YTD	YTD	3y	3y	3y
# Trades/Quote Recap	Q1	13 TENCENT	331.60	-1.2%	-2.6%	13.37	17.2	4.53	15.60		
Time	Size	Price	13 MINLIN TIC	36.30	5.10	6.45	46.52	172.24	137.73		
13:13:12	100	331.60	13 HONGKONG	19.72	-3.3%	-1.2%	12.31	8.68	1.28		
13:13:12	100	331.60	13 HONGKONG	103.06	-3.91	-5.04	23.72	1.80	41.90	14.27	
13:13:07	100	331.60	13 HONGKONG	36.00	-2.4%	-1.1%			-23.13	-36.89	
13:13:06	100	331.60	13 HONGKONG	11.47	2.8%	-4.58			76.30	47.81	
13:13:06	200	331.60									
13:13:06	100	331.60									
13:13:06	200	331.60									
13:13:05	200	331.60									



**CORPORATE GOVERNANCE AND COMPLIANCE**

企业管治与合规工商管理(荣誉)学士

**Programme Features 课程特色**

The programme aims at providing students with necessary knowledge in corporate governance, so that the graduates can develop an understanding of the laws and regulations in corporate governance and recognise best practices for the purpose of regulatory compliance. They would be able to integrate and apply knowledge of good corporate governance practices and help to execute a regulatory system in support of board functions. They can also perform the advisory role to the board in guiding, administering and reviewing the board's performance to ensure compliance with regulatory requirements.

本课程教授企业管治的专业知识，让毕业生全面理解企业管治相关法规、熟识最佳规管准则，并能融汇运用各项知识，协助董事会优化管治，使企业有效实施合规制度，就董事会实施良好企业管治提供专业意见。

**Professional Recognition 专业认可**

- The Hong Kong Chartered Governance Institute (HKCGI)
  - Maximum 4 papers exemptions under the Chartered Governance Qualifying Programme (CGQP)
- The Association of Chartered Certified Accountants (ACCA)
  - Maximum 9 papers exemptions under Fundamental Level
- CPA Australia
  - 6 papers exemptions under Foundation Level

- 香港公司治理公会
  - 最多豁免4份特许公司治理专业资格课程之考卷
- 特许公认会计师公会
  - 最多豁免9份基础课程考卷
- 澳洲会计师公会
  - 豁免6份基础课程考卷

**Career Prospects 就业前景**

- |                      |                           |        |          |
|----------------------|---------------------------|--------|----------|
| • Accountant         | • Company Secretary       | • 会计师  | • 公司秘书   |
| • Compliance Officer | • Corporate Administrator | • 合规主任 | • 企业管理人员 |
| • Entrepreneur       | • Management Trainee      | • 创业家  | • 管理培训生  |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 19/000677/L5 | Registration Validity Period 登记有效期: 01/09/2019 to 31/08/2026

**ECONOMICS**

经济学工商管理(荣誉)学士

**Programme Features 课程特色**

The programme aims to equip students with a solid foundation of economics knowledge and training in research skills so that they can conduct economic analysis in decision making and evaluate the impacts of economic issues in a business environment. The practical training focuses on the analysis of real-world economic issues through hands-on training on a variety of research software programmes.

本课程旨在培训学生经济学知识及研究技能，通过对各种研究软件的实际操作培训，来分析现实世界的不同经济问题，教授学生将经济分析应用于商业决策，以及评估经济议题对商业活动的影响。

**Career Prospects 就业前景**

- |                                 |                     |            |         |
|---------------------------------|---------------------|------------|---------|
| • Business Education            | • Consultant        | • 商学教育     | • 顾问    |
| • Economic Journalist           | • Economist         | • 经济记者     | • 经济学家  |
| • Financial Data Analyst        | • Financial Planner | • 财务数据分析师  | • 财务策划师 |
| • Investment Advisor            | • Policy Analyst    | • 投资顾问     | • 政策分析师 |
| • Real Estate Analyst           | • Research Analyst  | • 房地产分析师   | • 研究分析师 |
| • Securities and Market Analyst |                     | • 证券和市场分析师 |         |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 20/000374/L5 | Registration Validity Period 登记有效期: 01/09/2020 to 31/08/2025



**FINANCE AND BANKING****金融及银行学工商管理(荣誉)学士****Programme Features 课程特色**

The programme aims to provide students with the necessary skills and professional knowledge, including Corporate Finance, Financial Institution and Markets, Money and Banking, Real Estate Finance and Investment, etc., for their career development in financial and banking management or pursuit of further studies at postgraduate level. Graduates are well equipped with both qualitative and quantitative knowledge in business, finance and government sectors.

本课程向学生提供重要技能和专业知识，内容涵盖公司财务学、金融机构与金融市场、货币与银行、房地产财务与投资等多个领域，装备同学从事金融及银行业，或升读深造课程。毕业生将具备金融及银行业界的理论及实用知识，能胜任企业、财经及政府部门中的相关职位。

**Professional Recognition 专业认可**

The programme has obtained accreditations from the following professional bodies:

- The Hong Kong Institute of Bankers (HKIB)
- Institute of Financial Planners of Hong Kong (IFPHK)
- CFA Institute
- The Society of Actuaries (SOA)

本课程获以下专业团体认可：

- 香港银行学会
- 香港财务策划师学会
- 特许金融分析师协会
- 北美精算师协会

**Career Prospects 就业前景**

- Anti-money Laundering Investigation Analyst
- Dealer
- Fund Manager Trainee
- Personal Banking Officer
- Business Development Officer
- Customer Service Officer
- Financial Planner
- Loan Officer

- 打击洗钱调查分析员
- 交易员
- 见习基金经理
- 个人银行主任
- 商务发展主任
- 客户服务主任
- 财务策划师
- 贷款主任

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 19/000678/L5 | Registration Validity Period 登记有效期: 01/09/2019 to 31/08/2026

**FINANCIAL ANALYSIS AND FINTECH****金融分析及金融科技工商管理(荣誉)学士****Programme Features 课程特色**

The programme aims to prepare graduates with knowledge in both Financial Analysis and FinTech, allowing them to integrate with the competitive finance industry. A major focus of the programme is on the application of FinTech, artificial intelligence, big data analytics and blockchain. In addition, the programme closely follows the core competency of the recognised professional standard known as the "Chartered Financial Analyst Program Candidate Body of Knowledge™". It equips students with core financial analytical skills to take professional qualification examinations and become effective investment professionals with essential FinTech knowledge.

本课程旨在培养同时具有金融分析和金融科技知识的毕业生，使他们融入富竞争性的金融行业。课程主要涵盖金融科技、人工智能、大数据分析及应用区块链的应用。课程亦参照具认证性的「特许金融分析师课程考生知识体系」而设计，旨在让学生掌握金融分析技能，考取特许金融分析师专业资格，成为具有金融科技知识的投资专业人士。

**Professional Recognition 专业认可**

The programme has obtained accreditations from the following professional bodies:

- CFA Institute
- Institute of Financial Planners of Hong Kong (IFPHK)
- The Society of Actuaries (SOA)

本课程获以下专业团体认可：

- 特许金融分析师协会
- 香港财务策划师学会
- 北美精算师协会

**Career Prospects 就业前景**

- Business Analysis (FinTech)
- Development Finance
- Fund Management
- Private Equity
- Structured Finance
- Data/Information Analysis
- Financial Data Analysis
- Investment Banking
- Risk Management
- Wealth Management

- 商业分析(金融科技)
- 开发性金融
- 基金管理
- 私募股权投资
- 结构性融资
- 数据分析
- 财务数据分析
- 投资银行
- 风险管理
- 财富管理

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 23/000035/L5 | Registration Validity Period 登记有效期: 01/09/2023 to 31/08/2026



## GENERAL BUSINESS

## 综合工商管理(荣誉)学士

## Programme Features 课程特色

The programme equips students with all-round knowledge such as Accounting, Economics, Marketing and Management, which is essential in today's complex and dynamic business environment. Students can flexibly choose their study paths according to their interests, strengths and career aspirations.

在当今复杂多变的商业环境中，掌握全面的商业知识及技能尤为重要。本课程涵盖广泛的商业学科，包括会计学、经济学、市场学、管理学等不同范畴，让学生按个人兴趣、能力和志向，灵活选择自己的学习方向。

## Professional Connections 专业连线

- Students gain hands-on experiences and build up professional connections through **Internship programmes**.
- **Professional activities**, such as CEO seminars, company visits and business skills workshops, link students with the real world and enhance their understanding of different industries.
- **Alumni schemes** connect students and alumni, building a HSUHK business network.
- **实习计划**让学生汲取在不同商业领域的工作经验，建立事业网络。
- **学生活动**(如CEO讲座、企业参观、商业技能培训工作坊等)加深学生对不同行业的认识，帮助学生与从业者建立紧密联系。
- 学生与恒大毕业生透过**校友聚会**彼此交流，建立人际网络。

## Career Prospects 就业前景

- Assistant Accounting Officer
- Digital Marketing Officer
- Human Resources Officer
- Project Coordinator
- Audit Junior
- Financial Analyst
- Management Trainee
- Social Media Executive
- 助理会计主任
- 数码营销主任
- 人力资源主任
- 项目联络主任
- 核数文员
- 金融分析师
- 管理培训师
- 社交媒体主任

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 20/000379/L5 | Registration Validity Period 登记有效期: 01/09/2020 to 31/08/2026

## GLOBAL BUSINESS MANAGEMENT

## 全球商业管理工商管理(荣誉)学士

## Programme Features 课程特色

The 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.

本课程旨在培育学生在跨国企业工作所需要的能力与知识。本课程其中一个特色，是通过在海外学习与生活，来启发毕业生的全球商业触觉、分析能力及国际视野。

## Professional Connections 专业连线

- With more than 100 partners, **overseas exchange study** enhances students' foreign and cross-cultural living experiences, cultivates their desired global leader attributes such as business insights, analytical mind and international exposure, which are crucial for managing diverse staff force in a global business career.
- The programme offers **timely academic and professional advice** on curriculum attainment and career preparation for students.
- **The interdisciplinary curriculum** allows students to study Global Business Management core and elective courses from a multitude of disciplines such as Management, Finance, Marketing, Data Science, Political Economy, Cultural Studies and International Relations.
- **Workshops and company visits** link students with practitioners.
- 恒大拥有超过100个海外学习合作伙伴，**海外交流**让学生及早获得海外生活经验及跨文化训练，建立学生的商业触觉、分析能力及国际视野，以备日后管理不同文化雇员所需。
- 课程团队致力为学生提供**崭新的学术及专业指导**，以助学生学习及发展事业。
- **跨学科的课程设计**囊括各学术界别的学科，包括管理、金融、营销、数据科学、政治经济、文化及国际关系，学生可修读涵盖以上范畴的主修及选修科目。
- 学系组织各种**工作坊和企业参观**等，促进学生与从业者紧密联系。

## Career Prospects 就业前景

- Budget Analyst
- Business Development Manager
- Human Resources Officer/Manager
- Business Analytics Manager
- Data Analyst
- Management Analyst
- 预算分析师
- 业务发展经理
- 人力资源主任/经理
- 业务分析经理
- 数据分析师
- 管理分析师

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 19/000679/L5 | Registration Validity Period 登记有效期: 01/09/2019 to 31/08/2026



**HUMAN RESOURCE MANAGEMENT**

人力资源管理工商管理(荣誉)学士

**Programme Features 课程特色**

The programme's state-of-the-art curriculum design aims to equip students with the essential knowledge and skills to excel as Human Resource Management (HRM) professionals, while also providing them with a solid foundation in Human Resources Information System (HRIS), data literacy, and legal compliance. Students are required to complete core modules in HRM, such as Employment Law, Hong Kong Business Law, and HRIS. Additionally, they have the opportunity to apply their acquired skills through human resource internships before graduation.

本课程采用最新的课程设计，培养学生掌握人力资源资讯系统的知识及运用技巧，学生更须修读雇佣法、香港商业法和人力资源资讯系统等科目，从而成为专精于各项职能的人力资源管理专业人士。此外，学生还有机会在毕业前参与人力资源实习并在实践中应用所学到的技能。

**Professional Recognition 专业认可**

The programme has obtained accreditations from the following professional bodies:

- The Hong Kong Institute of Human Resource Management (HKIHRM)
- Chartered Professional in Human Resources Canada (CPHR Canada) and is granted exemptions from the CPHR National Knowledge Examination in Canada

本课程获以下专业团体认可：

- 香港人力资源管理学会 (HKIHRM)
- 加拿大特许人力资源专业学会 (CPHR Canada)，并获豁免加拿大专业知识评审考试

**Career Prospects 就业前景**

- Human Resources Officer/Manager
- Human Resources Technology Manager
- Learning and Development Training Officer/Manager
- Compensation and Benefit Manager
- Organisation Development Manager
- Global Mobility Manager
- Recruiter

- 人力资源主任/经理
- 人力资源技术经理
- 学习及发展培训主任/经理
- 薪酬福利经理
- 组织发展经理
- 全球流动经理
- 招聘专员

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000843/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2026

**MANAGEMENT**

管理学工商管理(荣誉)学士

**Programme Features 课程特色**

The programme is differentiated from other Bachelor of Business Administration related programmes as it focuses on building strategic leaders who have considerable expertise in leading, organising, and motivating people in profit- and non-profit-making organisations from global and local perspectives. In addition to providing business training such as Accounting, Economics, Finance, Marketing, and Supply Chain Management, this programme puts much emphasis on strengthening students' soft skills, such as problem-solving, team building, and politicking skills, to improve their personal development and career choices.

有别于其他工商管理相关学士学位课程，本课程致力培育战略性领导者，务求让同学具备国际和本土视野，并能掌握组织和激励等管理技巧。本课程除了提供会计、经济、金融、营销和供应链管理等商业培训外，更着重加强学生的软技能(例如解难能力、团队建设和政治技巧等)，以助其个人发展和职业选择。

**Professional Recognition 专业认可**

The programme has obtained accreditations from the following professional bodies:

- The Hong Kong Institute of Human Resource Management (HKIHRM)
- Chartered Professional in Human Resources Canada (CPHR Canada) and is granted exemptions from the CPHR National Knowledge Examination in Canada

本课程获以下专业团体认可：

- 香港人力资源管理学会 (HKIHRM)
- 加拿大特许人力资源专业学会 (CPHR Canada)，并获豁免加拿大专业知识评审考试

**Career Prospects 就业前景**

- Management Trainee
- Human Resources Officer/Manager
- Managerial Career in Multinational Companies
- Entrepreneurs

- 管理培训生
- 人力资源主任/经理
- 跨国公司管理人员
- 创业家

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000844/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2026



## MARKETING

### 市场学工商管理(荣誉)学士

#### Programme Features 课程特色

The programme aims to equip aspiring marketing talents with cutting-edge knowledge and skills, such as customer behaviour, customer relationship management, brand management, advertising and integrated marketing communication, as well as e-marketing, to address the opportunities and challenges in the global and digital age of the 21<sup>st</sup> century through experiential, interactive, project-based and case-based learning.

本课程透过「课题为本」及「个案为本」的课堂设计，配合体验及互动学习，致力培育学生掌握市场学最新知识和技能，包括消费行为学、客户关系管理、品牌管理、广告及整合营销传播、电子营销等内容，从而成为优秀的市场营销专才，应对全球数码时代下的各种挑战及机遇。

#### Professional Attributes 专业素质

Our graduates will enter the job market fully ready to:

- Manage traditional and digital operations
- Advance personal and organisational goals
- Recognise global trends in a local context
- Keep a high level of professionalism and ethics
- Excel in communication skills and teamwork
- Transcend cultural and national boundaries

毕业生将具备以下专业素质，为踏入职场做好准备：

- 发展网络及门市
- 胜任海内外职场
- 满足客户展所学

#### Career Prospects 就业前景

- |                                 |                             |          |             |
|---------------------------------|-----------------------------|----------|-------------|
| • Advertising Account Executive | • Brand Manager             | • 广告客户主任 | • 品牌经理      |
| • Digital Marketing Executive   | • Event and PR Officer      | • 数码营销主任 | • 活动统筹及公关主任 |
| • Marketing Analyst             | • Product Marketing Manager | • 市场分析师  | • 产品市场经理    |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 19/000680/L5 | Registration Validity Period 登记有效期: 01/09/2019 to 31/08/2026

## PROFESSIONAL ACCOUNTANCY

### 专业会计学工商管理(荣誉)学士

#### Programme Features 课程特色

The programme equips students with theoretical accounting knowledge and technical skills. The curriculum encompasses a wide range of subject areas include financial reporting, management accounting, financial management, auditing, taxation, law, accounting information system and ethics, preparing students for pursuing accountancy as a profession or further studies in graduate school. Our graduates are highly recognised by employers and rewarded with ample opportunities, such as professional accountants, business leaders and entrepreneurs.

本课程涵盖会计理论及实务知识，包括财务汇报、管理会计、财务管理、审计、税务、法律、会计信息系统和商业道德等内容，为学生从事会计专业或于研究院深造做好准备。毕业生发展机会良多，可成为专业会计师、商界领袖和企业家，深受雇主欢迎。

#### Professional Recognition 专业认可

The programme has obtained accreditations and exemptions from the following professional bodies, subject to regular reaccreditation:

- The Association of Chartered Certified Accountants (ACCA)
- CPA Australia
- The Hong Kong Institute of Certified Public Accountants (HKICPA)
- The Hong Kong Chartered Governance Institute (HKCGI)

本课程获以下专业团体认可及考试豁免，并需作定期覆核：

- 特许公认会计师公会
- 澳洲会计师公会
- 香港会计师公会
- 香港公司治理公会

#### Career Prospects 就业前景

- |                         |                               |          |         |
|-------------------------|-------------------------------|----------|---------|
| • Accounting Officer II | • Assistant Accountant        | • 二级会计主任 | • 助理会计师 |
| • Assistant Assessor    | • Audit (Assurance) Associate | • 助理评税主任 | • 审计助理  |
| • Compliance Officer    | • Management Trainee          | • 合规主任   | • 管理培训生 |
| • Tax Associate         |                               | • 税务助理   |         |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 19/000681/L5 | Registration Validity Period 登记有效期: 01/09/2019 to 31/08/2026





# SCHOOL OF COMMUNICATION

## 传播学院



### BACHELOR OF ARTS (HONOURS) IN

## ARTS AND CULTURE COMMUNICATION

### 艺术及文化传播(荣誉)文学士

#### Programme Features 课程特色

The programme adopts a unique interdisciplinary approach of “communication+” that combines communication theory and skills, fundamental knowledge of arts and culture, and business elements. It aims to cultivate cultural and artistic communication talents with advanced communication technologies for the local, the Greater Bay Area, and the global context. Students will learn a wide range of communication theories and skills (such as audio-visual production, digital animation for promotion, digital advertising and public relations), foundation knowledge and literacy of arts and culture (such as appreciation of art and culture, popular culture), as well as business knowledge in management, marketing, and diverse general education and language learning.

本课程采用「传播+」的跨学科教育模式，结合传播理论与技能、艺术与文化基础知识及商业元素，致力为本地、大湾区及全球培养掌握先进传播技术的文化艺术传播人才。学生将学习传播理论与技能(例如多媒体节目制作、数码动漫设计、数码广告与公关)、艺术与文化素养(例如艺术文化欣赏、流行文化)、商业知识(包括管理学及市场学等)，以及多元的通识教育与语文训练。

#### Career Prospects 就业前景

Industry	Position
Communication	Public Relations Officer, Advertising Copywriter, Media Relations Officer, Social Media Editor, Critique Writer and Blogger, News Editor, Communication and Engagement Officer, Documentary Assistant Director, Arts/Culture Journalist or Critic
Business	Marketing Specialist, Business Development Officer
Arts and Culture Promotion and Communication	Arts/Culture Communication Consultant, Arts/Culture Administrator, Curator, Cultural Programme Coordinator, Event Coordinator, Cultural Policy Analyst, Programme Coordinator, Event Management Officer, Project Management Officer

行业	职位
传播	公关主任、广告文案撰稿员、媒体关系主任、社交媒体编辑、评论作家及网志作家、新闻编辑、传讯主任、纪录片助理导演、艺术文化记者或评论员
商业	营销专员、商务发展主任
文化艺术推广与传播	艺术文化传播顾问、艺术文化管理员、策展人、文化项目统筹员、活动统筹员、文化政策分析师、节目统筹员、活动管理主任、项目管理主任



## BACHELOR OF ARTS (HONOURS) IN

# CONVERGENT MEDIA AND COMMUNICATION TECHNOLOGY

## 融合媒体及传播科技(荣誉)文学士

### Programme Features 课程特色

The programme covers three major study areas:

- The basic technologies of interactive media, internet communications and mobile platforms.
- The digital media production including sound, TV, video, desktop publishing, web-media and micro-film.
- The fundamentals of communication via learning communication theories, intercultural communication, media law and ethics.

本课程涵盖以下三方面的知识及技能：

- 数码基础技术，包括互动媒体、互联网传播、流动平台等内容。
- 数码媒体制作，包括数码录音、电视及影片制作、桌面排版、网络媒体及微电影制作等科目。
- 透过学习传播理论、跨文化传播、传媒法规与道德等知识，训练人际沟通技能。

### Career Prospects 就业前景

- Digital Media System Administrator
- Media Content Developer
- Media Production Officer
- Media Project Coordinator
- Multimedia Journalist
- Web and Graphics Designer
- 数码媒体系统管理员
- 媒体内容发展专员
- 媒体制作主任
- 媒体项目管理专员
- 多媒体新闻工作者
- 网页及图像设计师

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000839/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2027

## BACHELOR OF

# JOURNALISM AND COMMUNICATION (HONOURS)

## 新闻及传播(荣誉)学士

### Programme Features 课程特色

The programme converges with Business, Journalism, Public Relations and Corporate Communication. The programme strikes a balance between theory and practical training with a view to broadening the students' horizons, enhancing their critical thinking, creativity as well as the presentation skills, and developing students into communication professionals in the fields of Business Journalism and Corporate Communication. Students can pursue one of the following concentrations for their Year 3 and Year 4 study:

- **Business Journalism**  
Modules include Broadcast Journalism, Business and Financial News Reporting and Writing, Business News Editing, etc.
- **Corporate Communication**  
Modules include Corporate Communication Writing, Crisis and Issues Management, Persuasive Communication, etc.

本课程为香港首个结合商业、新闻、公关与企业传讯的本科课程，鼓励学生扩展全球视野，训练学生分析、创意与表达能力，致力培养学生成为商业新闻与企业传讯的传播专才。本课程学生可在第三及第四年拣选其中一个专修范畴：

- **商业新闻**  
包括电视与广播新闻导论、商业财经新闻采访、商业新闻编辑等科目
- **企业传讯**  
包括企业传讯写作、危机管理、说服传播等科目

### Career Prospects 就业前景

#### Business Journalism Concentration

- Anchor
- Editor
- Financial Journalist
- News/Financial Analyst
- Producer
- Reporter

#### Corporate Communication Concentration

- Communication Consultant
- Financial PR Officer
- Government Information Officer
- Media Planner
- New Media PR Consultant
- Project Management Officer
- Public Relations Officer

#### 商业新闻专修

- 主播
- 编辑
- 财经记者
- 新闻/财经分析员
- 制作人
- 记者

#### 企业传讯专修

- 传播顾问
- 财经公关主任
- 政府新闻主任
- 媒体企划
- 新媒体公关顾问
- 项目管理主任
- 公关主任

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000846/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2027





SCHOOL OF

DECISION SCIENCES

决策科学学院







## BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN

# SUPPLY CHAIN MANAGEMENT

## 供应链管理工商管理(荣誉)学士

### Programme Features 课程特色

The programme aims to provide students with a comprehensive and professional training in Supply Chain Management. Two study streams: Air Transport and Business Logistics are established. Students will learn specialised knowledge and skills in Supply Chain and Logistics Management for their pursuit of professional career development. In addition, with the strong support from professional bodies and businesses, our students will keep abreast of the latest industry development and learn the state-of-the-art knowledge and skills about supply chain management.

#### • Air Transport

Core modules include Transportation Planning, Airlines Operations and Revenue Management, Airport and Air Cargo Terminal Operations Management, etc.

#### • Business Logistics

Core modules include Quality Management, Enterprise Information Management, Supply Management and Service Operations Management, etc.

本课程旨在为学生提供全面和专业的供应链管理培训，设有两大专修组别：航空运输及商业物流，以培育学生掌握供应链及物流管理的专业知识，帮助学生的职业发展。此外，在专业机构和企业的大力支持下，学生将及时获知行业最新发展情况，并学习有关供应链管理的最新知识和技能。

#### • 航空运输

包括交通规划、航空运作及收益管理、机场及空运货站运作管理等科目

#### • 商业物流

包括品质管理、企业信息管理、供应管理和服务作业管理等科目

### Professional Recognition 专业认可

- Graduates can apply as the MEMBER of the Hong Kong Logistics Association (HKLA)
- Students are encouraged to complete the qualifying examinations to pursue their professional status:
  - Certified in Production and Inventory Management (CPIM)
  - Certified Supply Chain Professional (CSCP)
  - Certified Professional in Supply Management (CPSM)
  - Certified Professional in Supplier Diversity (CPSD)
  - Certified/Advanced Certificate in Procurement and Supply Operations
  - Six Sigma Quality Management

- 毕业生可申请成为香港物流协会会员
- 学生可应考本地或国际认可之专业考试：
  - Certified in Production and Inventory Management (CPIM)
  - Certified Supply Chain Professional (CSCP)
  - Certified Professional in Supply Management (CPSM)
  - Certified Professional in Supplier Diversity (CPSD)
  - Certified/Advanced Certificate in Procurement and Supply Operations
  - 六西格玛质量管理

### Career Prospects 就业前景

#### Air Transport

- Air Transport
- Airline Operations
- Aviation Safety and Security
- Cargo Terminal Operations
- Airfreight Operations
- Aviation Consultancy
- Cargo Load Planning

#### Business Logistics

- Business Analysis
- Digital Solutions for Supply Chain Management
- Retail and Merchandising Management
- Transportation Management
- Warehouse Management

#### 航空运输

- 航空运输
- 航空运营
- 航空安全和保安
- 货运码头运营
- 空运业务
- 航空顾问
- 货柜负载规划

#### 商业物流

- 业务分析
- 供应链管理数码方案
- 零售和销售管理
- 运输管理
- 仓储管理



**ACTUARIAL STUDIES AND INSURANCE**

精算及保险(荣誉)理学士

**Programme Features 课程特色**

The programme integrates actuarial knowledge with business and insurance education. Aiming to nurture future leaders in the fast-changing business world, our programme equips students with the essential actuarial skills including data analytics, investment and financial analysis. Our highly competitive graduates provide expert recommendations in a vast array of disciplines such as risk management, insurance and consulting.

本课程融合精算知识与商业和保险教育。课程教授学生精算方面重要的技能，包括数据分析、投资、财务等，以协助学生在瞬息万变的商业世界中应对各种挑战，展现领袖才能。课程毕业生能在风险管理、保险和咨询等不同业务领域作出专业的建议和决策，在市场上保持卓越的竞争力。

**Professional Recognition 专业认可**

The programme has obtained accreditations from the following professional bodies:

- The Australian and New Zealand Institute of Insurance and Finance (ANZIIF)
- The Chartered Insurance Institute (CII)
- The Society of Actuaries (SOA)
- The Actuarial Society of Hong Kong (ASHK)

本课程获以下专业团体认可：

- 澳大利亚及新西兰保险与金融学会
- 英国特许保险学院
- 北美精算师协会
- 香港精算学会

**Career Prospects 就业前景**

- Actuary
- Consultant
- Investment and Fund Manager
- Underwriter
- Banking and Finance Professional
- Enterprise Risk Manager
- Product Manager

- 精算师
- 顾问
- 投资及基金经理
- 核保师
- 银行和金融业专才
- 企业风险经理
- 产品经理

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000848/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2027

**APPLIED COMPUTING**

计算机应用(荣誉)理学士

**Programme Features 课程特色**

The programme is an applied computing programme emphasising solid training in programming and software development. Students will pursue the latest trend in computer science, including AI, e-commerce, and other areas in the frontier of computing. The programme also provides supplementary knowledge of graphic design, UX design and human-computer interaction, which allows students to develop user-friendly and attractive software.

本课程是一门应用电脑学综合课程，内容包括实用的程式编写及软件开发培训，以及电脑科学的最新发展，如人工智能、电子商贸及其他电脑学新领域上的知识。同时，课程辅以图像设计、用户体验设计及人机互动等学科，教导学生开发美观实用并具竞争优势的软件。

**Career Prospects 就业前景**

- **Software Development**  
Software Developer, Software Engineer, System Analyst, Web Developer, Mobile Apps Designer, Entrepreneur
- **Creative Industry and Multimedia**  
Interface Designer, Video Game Developer, Computer Graphics Designer, Multimedia Content Developer
- **Information Technology**  
IT Architect, IT Project Manager, Information Security Officer, Software Quality Assurance Professional
- **Education and Research**  
IT Lecturers and Teachers, R&D Personnel

- **软件开发**  
软件开发人员、软件工程师、系统分析师、网页开发人员、移动应用程序设计师、创业家
- **创意产业及多媒体**  
介面设计师、游戏开发人员、图像设计师、多媒体内容开发人员
- **资讯科技**  
资讯科技架构设计师、资讯科技项目经理、资讯保安主任、软件品质保证专员
- **教育及研究**  
资讯科技讲师及教师、研究开发人员

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 21/000430/L5 | Registration Validity Period 登记有效期: 01/09/2021 to 31/08/2026

## DATA SCIENCE AND BUSINESS INTELLIGENCE

数据科学及商业智能学(荣誉)理学士

### Programme Features 课程特色

The programme integrates “Data Science” and “Business intelligence” with a comprehensive business education:

- **Data Science**  
A collection of analytical skills and techniques derived from mathematics, statistics and computer science for extracting information from data.
- **Business Intelligence**  
The analysis, integration and presentation of information for making business decision.

本课程融合「数据科学」及「商业智能学」两个领域的知识，并提供全面的商学教育，以回应市场的需求：

- **数据科学**  
集合数学、统计学及计算机科学的分析技能和技术，再从数据中提取有用讯息。
- **商业智能学**  
分析、整合和演示商业讯息，从而作出商业决策。

### Professional Recognition 专业认可

The programme equips students with professional knowledge and supports them to achieve recognitions from professional bodies:

- Graduate Statistician (GradStat), The Hong Kong Statistical Society
- SAS Joint Certificate in Data Mining, SAS Institute
- SAS Joint Certificate in Machine Learning, SAS Institute

本课程教授不同专业知识，助学生考取各项专业认可：

- 香港统计学会 Graduate Statistician (GradStat)
- SAS 数据挖掘联颁证书
- SAS 机器学习联颁证书

### Career Prospects 就业前景

- |                    |                                      |         |            |
|--------------------|--------------------------------------|---------|------------|
| • Data Scientist   | • Data Analyst                       | • 数据科学家 | • 数据分析师    |
| • Statistician     | • Business Intelligence Professional | • 统计师   | • 商业智能专业人员 |
| • Business Analyst | • Financial Analyst                  | • 商业分析师 | • 金融分析师    |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000850/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2029

## MANAGEMENT SCIENCE AND INFORMATION MANAGEMENT (HONOURS)

管理科学与资讯管理(荣誉)学士

### Programme Features 课程特色

The programme combines Business Education, General Education, and Specialty Studies in Management Science and Information Management. Students can grasp the opportunities in the fast-changing business world, especially when making management decisions and applying their proficiency in cutting-edge information technologies to improve current business situations or to start a new business.

Apart from the core modules such as Business Forecasting, Project Management, Programming Methodology, Business Intelligence and Data Mining, students can also pursue the practical elective modules, such as Website Design and Development, IT Audit and Control, and System Simulation, to enhance the employability.

本课程融合商学教育、通识教育、管理科学及资讯管理三大范畴的专业知识，教授学生运用崭新的资讯科技和科学决策方法，以解决实际的业务问题，甚至创业。

学生除修读企业预测、项目管理、程式编写方法论、商业智能与数据开发等必修科目外，还可修读网站设计及开发、资讯系统审计与监控、系统模拟等选修科，增强就业竞争力。

### Professional Recognition 专业认可

The programme equips students with professional knowledge and supports them to achieve recognitions from professional bodies:

- |  |  |
|--|--|
| • Project Management Professional (PMP)        | • Six Sigma Quality Management               |
| • SAS Joint Certificate in Data Mining         | • SAP Certifications                         |
| • QlikView Business Analyst Certification      | • Google Fundamentals of Digital Marketing   |
| • Certified Information Systems Auditor (CISA) | • Oracle Certified Professional (Database)   |
| • Java/Python/Frontend Certifications          | • Associate Software Developer Certification |

本课程教授不同专业知识，助学生考取专业认可：

- |                        |                |
|------------------------|----------------|
| • 项目管理                 | • 六西格玛质量管理     |
| • SAS数据挖掘联颁证书          | • SAP 顾问认证     |
| • QlikView业务分析师认证      | • 谷歌数码营销基础概念认证 |
| • 资讯系统审计师认证            | • 甲骨文认证 (数据库)  |
| • Java/Python/网页前端开发认证 | • 助理软件工程师认证    |

### Career Prospects 就业前景

- |                                  |                                   |                 |          |
|----------------------------------|-----------------------------------|-----------------|----------|
| • Business Consultant/Analyst    | • Business Development Consultant | • 业务顾问/分析师      | • 业务发展顾问 |
| • Data Analyst                   | • Data Management Specialist      | • 数据分析师         | • 数据管理顾问 |
| • System Analyst                 | • Information Security Consultant | • 系统分析师         | • 资料保安顾问 |
| • Business/Mobile Apps Developer | • Digital Consultant              | • 商业/手机应用程序开发人员 | • 数码顾问   |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000847/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2029





SCHOOL OF

# HUMANITIES AND SOCIAL SCIENCE

## 人文社会科学学院



BACHELOR OF ARTS (HONOURS) IN

### ART AND DESIGN

艺术设计(荣誉)文学士

#### Programme Features 课程特色

The programme is a unique and creative programme which integrates art, design, culture, management, application and technology. It emphasises on the application of new technologies in social and business environment, such as using AI, VR, AR and digital art for brand curating, place making and community building, public art and co-creation, which prepares students to develop their career in cultural and economic sectors.

本课程是一个结合艺术、设计、文化、商业、管理、科技研究及应用的综合性艺术设计创意课程，著重教授创新科技，包括人工智能、虚拟及扩增实景的数码艺术，以及艺术设计在商业和社会上的应用，例如品牌策划、地方及社区营造、公共艺术和共创应用等课题，为香港兴建文化区、举办国际设计及艺术品交易展览等文化经济活动提供人才。

#### Professional Connections 专业连线

The Department of Art and Design is the member of the European League of Institutes of the Arts (ELIA) with 280 members in 52 countries. Our students have ample opportunities and wide contacts in international collaboration, internship and exchange.

恒大艺术设计系成功加入欧洲艺术院校联盟(ELIA)，让本课程学生有充裕的机会及广泛的网络参与国际合作、实习和交流。

#### Career Prospects 就业前景

- Art and Design Project Management
- Art Administration and Service Design
- Business Development
- Customer Service in Tourism and Leisure Industries
- Exhibition Venue and Event Management

- 艺术及设计项目管理
- 艺术管理及服务设计
- 业务拓展管理
- 旅游及康乐客户服务
- 展览场地及活动管理

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 20/000375/L5 | Registration Validity Period 登记有效期: 01/09/2020 to 31/08/2025



## BACHELOR OF ARTS (HONOURS) IN

# CHINESE 中文(荣誉)文学士

### 课程特色

- |   |   |
|---|---|
| <p><b>扎根传统</b> • 提供全面坚实的专业学科训练，稳扎根基。</p> <ul style="list-style-type: none"> <li>• 重视学术传统、治学及研究方法。</li> </ul> <p><b>锐意创新</b> • 古为今用，放眼古今之变，融入商学及跨学科元素。</p> <ul style="list-style-type: none"> <li>• 重视博雅教育，透过多元互动，了解及承传中国文化。</li> <li>• 首创带学分「实习」，本系曾与多个机构合作，包括本港中学、报社、出版社、文学杂志、香港文学馆等，让学生实际体验职场。</li> </ul> | <p><b>面向国际</b> • 毕业前考取国际认可普通话水平测试资历评级。</p> <ul style="list-style-type: none"> <li>• 国际交流计划，拓展海外留学机会。</li> <li>• 暑期文化交流，赴国内外大学积累研习体验。</li> </ul> <p><b>多元出路</b> • 切合当代社会需要，重视专业及应用写作、普通话及口语传意能力训练。</p> <ul style="list-style-type: none"> <li>• 鼓励副修其他学科，成就跨学科专才。</li> </ul> |
|---|---|

### 就业前景

- |          |                        |             |        |
|----------|------------------------|-------------|--------|
| • 语意资讯科技 | • 语文教育(须修读学位教师教育文凭课程)* | • 文化及传媒     | • 法律文书 |
| • 创作及出版  | • 旅游工业                 | • 企业行政及公共关系 |        |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000838/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2025

\* 本课程已列入香港语文教育及研究常务委员会认可主修语文学科的学位课程名单。

## BACHELOR OF ARTS (HONOURS) IN

# CULTURAL AND CREATIVE INDUSTRIES 文化及创意产业(荣誉)文学士

### Programme Features 课程特色

Cultural and creative industries span across the disciplines of arts, media, design and heritage. The programme adopts an integrative, multi-disciplinary and cognate curriculum, enables students to apply their knowledge in different sectors of the industries. It equips students with the management skills and cultural expertise, including Cultural Policy and Research Methodology, Intellectual Property Rights, Curatorship and Event Management, Finance and Marketing in Culture, and Brand, Urban and Heritage Management, etc., with a view to nurturing professionals in the cultural and creative industries.

文化及创意产业涵盖多个领域，包括艺术、媒体、设计及文化遗产等，本课程为一个综合性的跨学科课程，教授一套可应用于各个文创界别的专业知识和理论，让学生学习有关艺术、文化和商业管理的知识，包括文化政策及研究、知识产权、策展与活动管理，文化金融与营销，以及品牌、城市及古迹管理等科目，并将理论应用于文创产业项目及相关商业范畴，培育学生成为文化及创意产业专才。

### Professional Connections 专业连线

The Department of Art and Design is the member of the European League of Institutes of the Arts (ELIA) with 280 members in 52 countries. Our students have ample opportunities and wide contacts in international collaboration, internship and exchange.

恒大艺术设计系成功加入欧洲艺术院校联盟(ELIA)，让本课程学生有充裕的机会及广泛的网络参与国际合作、实习和交流。

### Career Prospects 就业前景

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Art and Design Project Management</li> <li>• Art Administration and Service Design</li> <li>• Business Development</li> <li>• Customer Service in Tourism and Leisure Industries</li> <li>• Exhibition Venue and Event Management</li> </ul> | <ul style="list-style-type: none"> <li>• 艺术及设计项目管理</li> <li>• 艺术管理及服务设计</li> <li>• 业务拓展管理</li> <li>• 旅游及康乐客户服务</li> <li>• 展览场地及活动管理</li> </ul> |
|---|--|

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000837/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2027



## ENGLISH

## 英国语文(荣誉)学士

## Programme Features

The programme is designed to help students build a sound knowledge base in English literature and linguistics as well as develop strong language and cultural awareness essential for an increasingly globalised world and economy. The integration of Business Studies modules in the curriculum also makes it unique with both academic and practical relevance.

## Internship Opportunities

Students have been joining the internship programme of various positions with well-known companies, such as Hong Kong Repertory Theatre, The Commercial Press (HK) Ltd, etc., to gain experience to bridge the gap between the classroom and the real world.

## Career Prospects

## Communications

- Communication, Media and Marketing
- Editing and Publishing

## Business and Commerce

- Accounting, Banking and Finance
- Real Estate
- Trading, Wholesale and Retail
- Transport and Logistics

## Others

- Education (with Postgraduate Diploma in Education)\*
- Government and Public Services
- Hospitality and Tourism
- Information Technology

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000835/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 14/03/2029

\* The programme is recognised by the Standing Committee on Language Education and Research as an English Language major degree for the purpose of teaching in Hong Kong.

## PSYCHOLOGY

## 心理学(荣誉)文学士

## Programme Features 课程特色

The programme adopts the unique "Liberal + Professional" education model to equip students with comprehensive foundational knowledge and skills in psychology. This programme covers and integrates all major areas in psychology and their cognate disciplines, also provides students with three specialisations: Educational and Clinical, Business and Technology, and Neuroscience and Health. These specialisations not only develop students' interests and competencies but also enhance their employability and readiness for further professional training.

本课程采用独特的「博雅+专业」教育模式，装备学生成为具全面心理学基础知识和技能的人才。本课程平衡地涵盖和整合各主要心理学范畴及其相关学科，学生亦可选读不同专业范畴，包括「教育和临床」、「商业和科技」，或「神经科学和健康」，从中培养学生对这些范畴的兴趣和能力，增加学生在相关范畴的就业和专业深造机会。

## Career Prospects 就业前景

Industry	Position
Business	Consumer Behaviour Analyst, User Experience Analyst, Management Trainee, Human Resources Management
Professional Services	Behavioural Therapist, Psychological Counsellor, Psychological Assistant, Play Specialist
Social Services	Programme Worker, Welfare Worker
Education	Teaching Assistant, Research Assistant
Government	Administrative Officer, Executive Officer

行业	职位
商业	消费行为分析师、用户体验分析师、管理培训生、人力资源管理
专业服务	行为治疗师、心理辅导员、心理学助理、游戏师
社会服务	活动干事、福利工作员
教育	教学助理、研究助理
政府	政务主任、行政主任

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 21/000421/L5 | Registration Validity Period 登记有效期: 01/09/2021 to 31/08/2026

## ASIAN STUDIES

### 亚洲研究(荣誉)社会科学学士

#### Programme Features 课程特色

##### • Multidisciplinary Approach

The programme provides multidisciplinary knowledge to evaluate situations and problems in the Asian context. Students can examine Asia's metamorphosis in social, political, economic, cultural and historical perspectives, by pursuing core modules such as International Relations, Philosophy and Public Affairs and Political Science, etc., as well as the elective modules such as Asian Food and Cuisines, Japanese Culture and Society, Globalisation of Korean Popular Culture, etc.

##### • Cross-cultural Experiences

The overseas exchange programmes, study tours, summer courses and volunteer services cultivate students' communication skills, critical thinking, and respect for cultural diversity.

##### • Asian Language Training

Students are required to attain Korean, Japanese or other Asian languages modules to increase their articulation opportunities and enhance their employability.

##### • 多元教学

课程为学生提供多学科的知识 and 训练，学生除修读国际关系、哲学与公共关系、政治学等必修科目，更可修读亚洲饮食文化、日本文化及社会、韩国流行文化的全球化等选修科目，培训学生以社会、政治、经济、文化及历史等多角度分析及了解亚洲的前景与问题。

##### • 跨文化体验

提供海外交流、游学团、暑期课程、义工服务等机会，培养学生的沟通技巧、批判独立思维，及尊重多元文化的态度。

##### • 亚洲语言训练

学生必须修读韩文、日文或其他亚洲语言，加强学生的升学和就业竞争力。

#### Career Prospects 就业前景

- |  |                            |                       |              |
|--|----------------------------|-----------------------|--------------|
| • Administrative Services                            | • Business                 | • 政府及公共机构             | • 企业管理       |
| • Cultural Industry                                  | • Media Industry           | • 文化事业                | • 媒体工作       |
| • Education (with Postgraduate Diploma in Education) | • Social Services and NGOs | • 教育界 (须修读学位教师教育文凭课程) | • 社会服务及非政府组织 |

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 18/000849/L5 | Registration Validity Period 登记有效期: 08/11/2018 to 31/08/2026

## PHILOSOPHY, POLITICS AND ECONOMICS

### 哲学、政治与经济(荣誉)社会科学学士

#### Programme Features 课程特色

The programme adopts a bridge model that emphasises the interconnection among philosophy, politics, and economics. While training in philosophy nurtures students with critical and analytical reasoning and a humanistic concern about social and economic problems; training in politics and economics provides them with important conceptual and up-to-date awareness that helps understand and evaluate what happen around the world.

Students will take several interdisciplinary modules that address how a single public problem can be understood, analysed and solved from these three perspectives. We believe that the bridge model can equip students with open-mindedness and a comprehensive vision that better fit with the everchanging 21<sup>st</sup> century.

本课程采用的「桥梁模式」强调哲学、政治与经济三个学科的联系。透过哲学训练，培养学生的批判思维及对社会议题的人文关怀；透过政治及经济学训练，学生会用专业的概念和理论知识分析世界大事，从而制定社会政策。

此外，透过一系列跨学科科目，让学生同时运用哲学、政治与经济的观点去理解与分析公共问题，建立全面和灵活的跨学科视野。我们相信「桥梁」的教学模式是装备同学应对瞬息万变的廿一世纪的最佳法门。

#### Career Prospects 就业前景

Industry	Position	行业	职位
Business	Analyst, Economics Analyst, Management Trainee	商业	分析师、经济分析师、管理培训生
Education	Teacher (with Postgraduate Diploma in Education), Teaching Assistant	教育	教师(须修读学位教师教育文凭课程)、教学助理
Government	Administrative Officer, Economist, Executive Officer	政府	政务主任、经济学家、行政主任
Professional Services	Business Analyst, Business Consultant	专业服务	业务分析师、业务顾问
Social Services	Project Assistant, Project Officer	社会服务	项目助理、项目主任
Think Tanks	Researcher, Research Analyst, Research Assistant, Policy Analyst	智库	研究员、研究分析师、研究助理、政策分析师

QF Level 资历架构级别: 5 | QR Registration No. 资历名册登记号码: 21/000422/L5 | Registration Validity Period 登记有效期: 01/09/2021 to 31/08/2026





SCHOOL OF  
**TRANSLATION AND  
FOREIGN LANGUAGES**

**翻译及外语学院**



BACHELOR OF

## TRANSLATION WITH BUSINESS (HONOURS)

商务翻译(荣誉)学士

### Programme Features 课程特色

The programme gives students versatile skills and comprehensive knowledge in translation and business, aims to provide academic and professional training to potential translators and interpreters to serve the increasing needs in language services in global trade.

Apart from the core modules such as Consecutive Interpreting, Financial and Business News Translation and Business Law Translation, students can take the elective modules, for example Public Relations Translation, Film and Television Translation, Translation for the Arts Industry, and Translation for Social Media, to enhance their employability.

本课程以翻译为主，商业研究为辅，学术与实务并重，训练学生将来从事翻译或传译工作，以应付全球商贸日益增加的语言服务需求。

学生除修读接续传译、财经新闻翻译、商业法翻译等必修科目外，还可修读公关翻译、影视翻译、艺术翻译、社交媒体翻译等选修科目，增强就业竞争力。

### Learning Beyond Classrooms 课外学习

#### • Overseas Learning Experience (OLE)

To broaden students' subject knowledge as well as their exposure to a native language environment (i.e., English and Putonghua), students may study either in Beijing Foreign Studies University (Beijing) or University of Westminster (London) in the summer between Year 2 and Year 3.

#### • Internships

Our students are engaged in local or overseas internships, such as JP Morgan, CK Asset Holdings Limited, Spicy Fish Cultural Production, Cathay Pacific, Synfaith Language Services Limited, the Leisure and Cultural Services Department, Hong Kong Arts Festival Society Ltd, the Efficiency Office of Innovation, Technology and Industry Bureau, and Hong Kong Young Industrialists Council.

#### • HSUHK Business Translation Centre

The Centre undertakes translation and interpretation projects commissioned by external parties and assigns them to students as freelance assignments, to enhance the competitiveness of our students by coaching them in practical matters and providing quality assurance.

#### • 海外学习体验

学生有机会在二年级至三年级的暑假到北京外国语大学或伦敦西敏寺大学上课，让学生在普通话或英语环境内学习。

#### • 实习

学生于多家本地及海外机构担任见习生，曾合作的机构包括摩根大通集团、长江实业集团有限公司、水煮鱼文化制作有限公司、国泰航空、升辉语文服务有限公司、康乐及文化事务署、香港艺术节协会有限公司、创新科技及工业局效率促进办公室及香港青年工业家协会等。

#### • 恒大商务翻译中心

中心承接各类笔译及传译工作，旨在让同学把在课堂上学到的知识应用于实务翻译，从学习行业常规中提高竞争力，并在翻译经理的指导下成为专业译者。

### Professional Teaching Facilities 专业教学设施

- Fung Yiu King Hall (Conference Hall with Interpretation Facilities)
- Translation and Interpretation Laboratory
- Translation Technology Workshop

- 冯尧敬堂(即时传译会议厅)
- 翻译及传译实验室
- 翻译科技工作室

### Career Prospects 就业前景

- Business Publishing
- Corporate and Managerial Positions
- Media Work (e.g. Radio and Television Broadcasts, the Print Media)
- Public Relations
- Public Service
- Translation Work related to Business, Finance and Commerce

- 商业出版工作
- 企业与行政管理
- 媒体工作(如电台、电视广播和报刊等)
- 公共关系工作
- 公务员
- 商业、金融和贸易有关的翻译工作



# ADMISSIONS INFORMATION

# 入学资讯

## MAINLAND STUDENT ADMISSION SCHEME 内地学生入学计划

Based on the deliberations by the Ministry of Education of the People's Republic of China (MOE), HSUHK has adopted the independent strategy and admitted Mainland students from the following 19 provinces and cities:

Guangdong, Guangxi, Shanghai, Shandong, Tianjin, Beijing, Sichuan, Liaoning, Anhui, Jiangsu, Hebei, Henan, Chongqing, Zhejiang, Shaanxi, Hubei, Hunan, Heilongjiang and Fujian.

The admission is on a merit basis, eligible high school graduates are welcome to apply for admission to HSUHK undergraduate programmes directly. 250 quotas are reserved for the 2024-25 academic year and no capped number is set for individual province or city.

国家教育部批准，恒大可于以下19个省市自主独立招生(按笔划序)：

广东、广西、上海、山东、天津、北京、四川、辽宁、安徽、江苏、河北、河南、重庆、浙江、陕西、湖北、湖南、黑龙江和福建。

恒大将择优录取，合资格高考生可直接向恒大申请报读本科课程。2024-25学年招生名额合共250人，且不限定每个省市的个别招生名额。

恒大遵循公平竞争、公正选拔、公开程序、综合评价、择优录取等原则进行招生，并未有委托任何中介人协助本科课程之招收及录取工作。

## SUPPORT TO MAINLAND STUDENTS 支援内地学生

HSUHK provides different forms of support throughout the year to help Mainland students attain a smooth transition to the new learning environment. Various services and activities including but not limited to orientation programmes, counselling services, and exchange opportunities will be offered to foster students' all-round development during their studies.

恒大提供一连串服务及活动，以协助内地学生适应全新学习生活，包括(但不限于)大学迎新日、学生个人及工作辅导、交换生计划等，致力支持内地学生的全面发展。





## GENERAL ENTRANCE REQUIREMENTS

### 一般入学要求

<p><b>Results of Joint Entrance Exam for Universities (JEE)</b> 内地高考成绩</p>	<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> admission line or above of the affiliated province/city in the Mainland; AND</li> <li>• A score of 100 or higher out of 150 in English subject, which must be taken as the subject of “Foreign Language”</li> <li>• 至少达到所属省市报读第二批本科分数线 / 本科批次线 / 对应分数线或以上；及</li> <li>• 考生报考的外语语种必须为英语，以150分为满分计算，英语成绩须达100分或以上</li> </ul>
<p><b>Points to Note</b> 注意事项</p>	<ol style="list-style-type: none"> <li>1. A score of 100 or higher out of 150 in Mathematics subject of JEE for BSc (Hons) in Actuarial Studies and Insurance programme.</li> <li>2. If the above JEE English language requirement is not fulfilled, either one of the below international English proficiency tests may be considered (any online tests taken at home or the TOEFL iBT Home Edition will not be accepted):             <ul style="list-style-type: none"> <li>– IELTS: an overall band of 5.5 or higher; OR</li> <li>– TOEFL: a score of 525 or higher in paper-based test or a score of 70 or higher in internet-based test</li> </ul> </li> <li>3. Applicant’s school results, JEE overall result, programme choices, English proficiency, interview performance and programme-specific requirements will also be considered. The admission is on a merit basis.</li> <li>4. Mainland students with international qualifications will be considered on a case-by-case basis.</li> </ol> <ol style="list-style-type: none"> <li>1. 精算及保险(荣誉)理学士课程要求数学单科成绩达100分或以上(以150分为满分计算)。</li> <li>2. 若未能达到以上内地高考英语成绩要求，以下其中一项国际英语考试的成绩则会被考虑(不接受任何在家考的线上考试，以及家庭版托福考试)：             <ul style="list-style-type: none"> <li>– 雅思(IELTS) 5.5分或以上；或</li> <li>– 托福(TOEFL) 纸笔测验525分或网络化测验70分或以上</li> </ul> </li> <li>3. 所有课程于录取时主要考虑考生之在校成绩、高考总分、报读课程志愿、英语水平、面试表现及配合相关课程的具体要求等，择优录取。</li> <li>4. 恒大将按情况个别审批持有其他学历的内地学生。</li> </ol>

## DEFINITION OF NON-LOCAL APPLICANTS

### 非本地申请人之定义

Applicants who hold the following visa / permit issued by the Immigration Department of the HKSAR are defined as “Non-local Applicants”:

- student visa / entry permit; or
- visa under the Immigration Arrangements for Non-local Graduates (IANG); or
- dependent visa (students who were aged 18 years old or above when they were issued with such visa / entry permit by the Immigration Department of the HKSAR)

The “Non-local” status of applicants, once determined at the point of admission, should not be changed due to the change of age during the study period.

持以下其中一项香港特区入境事务处签发的签证之内地申请人，将被视为「非本地申请人」：

- 学生签证/进入许可证；或
- 在非本地毕业生留港/回港就业安排下的签证；或
- 受养人签证/进入许可证(获香港特区入境事务处签发受养人签证/进入许可证时已年满18岁的学生)

以上内地申请人将以「非本地生」身份入读恒大，此身份于在学期间不得更改。



# APPLICATION PROCEDURES<sup>1</sup>

## 申请程序<sup>1</sup>



### Start from 18/11/2023 开始

#### Complete the following steps to submit application:

1. Submit online application via HSUHK Undergraduate Application System
2. Upload the copies of the following supporting documents:
  - 2.1 Identity card / valid travel document
  - 2.2 High school transcripts
  - 2.3 JEE or international examination result slip
  - 2.4 Other examination result certificates, e.g. IELTS result form (if any)
3. Settle the application fee



#### 完成以下程序以提交入学申请：

1. 登入恒大网上入学申请系统报名
2. 上传以下证明文件之复印本：
  - 2.1 身分证或有效旅游证件
  - 2.2 高中校内成绩单
  - 2.3 内地高考或国际考试成绩单
  - 2.4 其他公开考试成绩单，例如IELTS成绩表(如有)
3. 缴交报名费



### Start from 11/2023 开始

Invitation to attend written test and/or interview  
通知申请人参加笔试及/或面试



### 09/06/2024

Application deadline for non-local applicants  
非本地生申请截止



### By the end of 06/2024 下旬或以前

Announcement of admission results to successful applicants  
after receipt of the examination result certificates  
申请人递交考试成绩后，获取录之申请人将接获个别通知



### 08/2024

Registration and orientation for new entrants  
新生办理入学注册手续及参加迎新活动



HSUHK  
Undergraduate  
Application  
System\*  
恒大网上  
入学申请系统\*

09/2024

First Teaching Day of Semester 1

新学期开学日

<sup>1</sup> The schedule and arrangement are subject to change. Please stay tuned to our admissions website for updates.  
以上日期及安排或会修改，请定期浏览恒大入学网站获取最新入学资讯。

\* 网址 (URL): <https://registration.hsu.edu.hk/oap/>



# ENTRANCE SCHOLARSHIPS WITH QUOTAS<sup>2</sup>

## 设配额之入学奖学金<sup>2</sup>

Eligibility 门槛	Amount (HK\$) 金额(港币)
<b>Full Scholarship 全额入学奖学金</b>	
70 scores above the 1 <sup>st</sup> admission line of the affiliated province/city in the Mainland 实际高考成绩高于一本线/特殊类型招生分数线/与一本线对应的分数线70分	Full Tuition Fee <sup>3</sup> 全额学费 <sup>3</sup>
<b>Half Scholarship 半额入学奖学金</b>	
50 scores above the 1 <sup>st</sup> admission line of the affiliated province/city in the Mainland 实际高考成绩高于一本线/特殊类型招生分数线/与一本线对应的分数线50分	Half Tuition Fee <sup>3</sup> 半额学费 <sup>3</sup>
<b>Merit Scholarship 优异奖学金</b>	
1-49 scores above the 1 <sup>st</sup> admission line of the affiliated province/city in the Mainland; AND with special talent or social contribution 实际高考成绩高于一本线/特殊类型招生分数线/与一本线对应的分数线1-49分；及具备学术或非学术上的专长或有社会贡献	\$40,000

<sup>2</sup> Qualified students will be considered for the scholarships on a competitive and merit basis. HSUHK reserves the right to change the scholarship arrangements without prior notice.  
合资格学生有机会获颁奖学金，择优颁发。恒大保留随时更改奖学金安排而毋须另行通知之权利。

<sup>3</sup> Renewal criteria of scholarships: Year GPA of 3.3 or above.  
奖学金续领要求：学年平均积点必须达3.3或以上。

## ESTIMATED FEES

### 费用预算

Estimated Fees (HK\$) 费用预算(港币)		Non-local Applicants 非本地申请人
Application Fee per Programme 每个课程之报名费		\$200
First Year Tuition Fee of 2024-25 Intake <sup>4</sup> 2024-25入读首年学费 <sup>4</sup>	BA (Hons) in Art and Design Programme 艺术设计(荣誉)文学士课程	\$169,210
	Other Undergraduate Programmes 其他本科课程	\$134,700
Residential Colleges / Old Hall Residential Fee (for 2 semesters in 2024-25 academic year) 住宿书院 / 元舍堂住宿费 (以2024-25学年两个学期计算)		\$18,450 – \$22,200 (Depends on the room type, excluding extra expenses e.g. laundry and air-conditioning 视乎房间种类而定，不包括洗衣、冷气等费用)
Living Expenses 生活开支		\$40,000 – \$50,000 (Calculated based on the average living standard of 10 months in a school year 为期10个月，按一般生活水平为基础计算)

<sup>4</sup> HSUHK may adjust the annual tuition fee for the subsequent years of study according to the Composite Consumer Price Index (CCPI) announced by the HKSAR Government.  
恒大将参考香港特区政府每年公布之综合消费物价指数调整年度学费。



# HSUHK



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(Non-local Applicants 非本地申请人)



Website 网页 :  
<https://admission.hsu.edu.hk>



WeChat Official Account  
官方微信公众号

This pamphlet is updated as of April 2024. HSUHK reserves the right to change the admissions arrangements without prior notice, please check the up-to-date information from HSUHK admissions website regularly.

本小册子更新至2024年4月。恒大保留随时更改入学安排而毋须另行通知之权利，敬请定期浏览恒大入学网站获取最新入学资讯。