



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
A Dynamic School that CARES

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



WHY CHOOSE 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 academic advisors, 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.

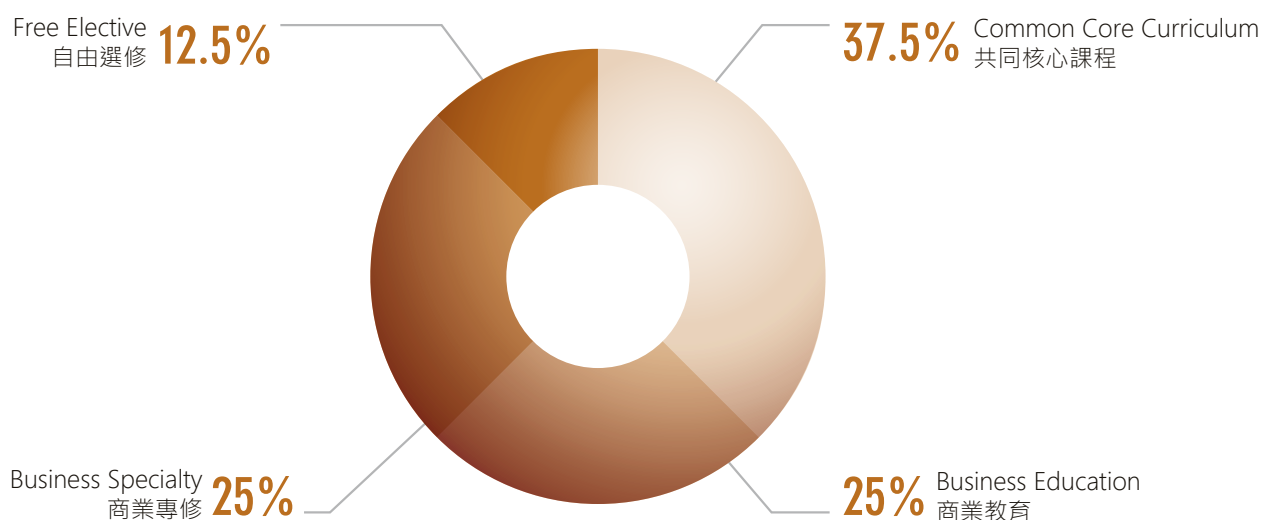
BBA-GB 可以讓同學同時修讀不同商業範疇的核心科目，適合仍在摸索自己發展路向的同學入讀。

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



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	Financial Management
University English (I)	English for Academic Purposes	Management Accounting I	Industrial and Organizational Psychology
University English (II)	English for Professional Communication	Business Specialty Elective (1)	Business Specialty Elective (4)
Probability and Statistics	Financial Accounting	Business Specialty Elective (2)	Business Specialty Elective (5)
Perspectives on General Education	Hong Kong Business Law	Business Specialty Elective (3)	Business Specialty Elective (6)
Principles of Management	Global Marketing	GE Elective (3)	GE Elective (5)
Principles of Marketing	Management of Contemporary Business Operations	GE Elective (4)	GE Elective (6)
Business Economics I	GE Elective (1)	Free Elective (2)	Free Elective (4)
Business Economics II	GE Elective (2)	Free Elective (3)	Free Elective (5)
	Free Elective (1)		

LIST OF BUSINESS SPECIALTY ELECTIVE MODULES

Accounting

- Hong Kong Taxation
- Management Accounting 2
- Auditing and Assurance 1
- Corporate Accounting 1
- Hong Kong Company Law
- Corporate Governance
- Corporate Accounting 2
- Risk Management

Banking & Finance

- Financial Institution and Markets
- Real Estate Finance and Investment
- Principles of Investment
- Corporate Finance
- Personal Financial Planning
- Money and Banking
- International Finance
- Financial Regulation and Compliance

Marketing

- Marketing Research
- Advertising and IMC
- Customer Relationship Management
- Retail and Channel Management
- E-Marketing
- Brand Management
- Strategic Marketing
- Services Marketing

Management

- Management as a Liberal Art: Toward a Better Society
- Advanced Leadership
- Entrepreneurship
- Strategic Human Resource Management
- Organizational Conflict Management
- Social Entrepreneurship as Creative Problem Solving

EXPLORE OUR 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，加強學生對不同行業的認識，並成為學生與從業者的聯繫。

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。

Business Skills Workshop



Business School Gala





Orientation Day



Student Association

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

- 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

CEO Talk – OpenRice



Mentorship Programme



OVERSEAS EXCHANGE

Up until 2023, we have established exchange partnership with over 90 overseas institutions across Asia, Europe, North America and Middle East. Students are encouraged to apply for outbound exchange to broaden their horizons.

截至 2023 年，恒大與超過 90 間海外學府簽訂合作協議，鼓勵學生到海外交流，擴闊視野。



▲ SOUTH KOREA

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

▼ JAPAN

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



▲ 中國

上海對外經貿大學
復旦大學
首都師範大學
對外經濟貿易大學



▼ USA

Albright College
Carthage College
Cottey College
Gordon College
Whittier College



▲ FRANCE

Ecole de Management de Normandie
EDC PARIS Business School
INSEEC Business School
ISIT - Institut de Management et de Communication Interculturels



▲ 台灣

中原大學
逢甲大學
輔仁大學
國立臺灣大學
國立臺北大學



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



OPEN A WORLD OF POSSIBILITIES

BBA-GB graduates are generalists who possess multidimensional knowledge and transferable skills that are ideal for the changing workplace in the 21st century. A broad knowledge base enables them to work well with people from different backgrounds and create inclusive solutions that benefit all stakeholders. With the diverse training, BBA-GB graduates are fit for many different careers. Popular starting positions include Management Trainee, Consultant, Policy Analyst, Administrative Officer, Executive Officer and Project Officer.

綜合工商管理（榮譽）學士畢業生會是擁有跨學科知識和各種通用技能的通才，正是多變的現代職場所需要的人才。四年的課程將助學生建立廣闊的知識基礎，為日後與不同背景的人士合作，以及提供有利各方的商業方案作好準備。多元化的訓練亦會讓畢業生具備勝任不同職位的能力，如管理培訓生、顧問、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 申請者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？

While interview is not a required part of the admission process, some applicants may get invited to an interview on a case-by-case basis.

視乎申請人數，學生或會獲邀出席面試，有助申請者加深了解此專業和課程。





ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants are welcome to submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System (see below). For enquiries on the admission process, please contact the Registry.

歡迎有意申請者透過恒大大網上入學申請系統（見下）遞交申請。如對申請手續及相關程序有任何查詢，敬請聯絡本校教務處。

Tel. 電話 : 3963 5710
Website 網頁 : <https://registration.hsu.edu.hk/oap/>
Email 電郵 : ugadmission@hsu.edu.hk



ENQUIRIES ON PROGRAMME 課程查詢

For enquiries on the Programme, please contact the Department of Marketing. 如對課程有任何查詢，敬請聯絡市場學系。

Tel. 電話 : 3963 5653/ 3963 5433/ 3963 5429
Programme Website 課程網頁 : <https://sbus.hsu.edu.hk/en/prog/bba-in-general-business/programme-information/>
Email 電郵 : mkt@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



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 April 2024. 有關資料更新至 2024 年 4 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