

工商管理學系

DEPARTMENT OF
BUSINESS ADMINISTRATION

工商管理學(榮譽)學士學位

Bachelor of Business Administration (Hons)

課程編號:502301

Programme Code:502301

工商管理學系開設的工商管理學(榮譽)學士學位課程,旨在為學生提供綜合的商業和管理培訓,當中以企業管理、人力資源管理及市場營銷為主要重點,幫助學生在不同企業和各種業務職能上成為有能力及有承擔的管理人材。

The Department of Business Administration offers the Bachelor of Business Administration (Hons) programme which aims at providing students with a broad range of trainings on business and management. The programme offers three core disciplines: General Management, Human Resource Management and Marketing Management, which are vital in supporting students in their professional career development as well as further studies.

課程宗旨

Programme Objectives

為學生提供廣博、具高度靈活性以及結合商業及管理元素的管理課程，讓學生發展個人興趣並建立未來事業。課程宗旨如下：

- 為學生提供最新的商業管理及營銷理論和個案範例，令學生掌握最新的營商環境及市場趨勢；
- 鞏固學生不同管理學科的理論基礎，使之可繼續深造或進行研究；
- 提供全面教育，著重不同技能培訓，如領導才能、溝通技巧和有效地運用資源之法則，以迎合變幻莫測之國際營商環境；
- 強化學生管理大中小型商業機構的知識及各行各業之管理崗位，如人力資源、市場學、金融財務及資訊科技等，加強學生就業能力；
- 培養學生良好之專業操守及對社會之承擔；
- 使學生具備充足知識和技能，能應用嶄新商業科技。

The Programme aims to provide a broad-based and highly flexible curriculum integrating dynamic business and management knowledge and skills, which supports students' development of their professional careers according to their interests. The specific aims of the Programme are to provide students with :

- Knowledge of the best practices of responsible businesses;
- Solid theoretical knowledge in business and management for pursuing post graduate study or research;
- An all-round education with emphasis on a wide range of skills and competencies such as leadership, communication, and effective use of resources to meet the challenges of the ever-changing global business environment;
- Strong analytics skills in managing small, medium and large business organizations and better employability to develop their career in managerial positions in various business;
- A good sense of professional ethics and social responsibility;
- Adequate knowledge and skills in using advanced technologies relating to business applications.

課程特色 Programme Characteristics



- 靈活多元化之課程與廣闊之事業發展空間
- 強調管理理論與實踐
- 具國際視野之環球企業管理
- 強調商業責任和專業操守
- A flexible and diversified programme leading to extensive career opportunities
- Strong focus on management theory and practice
- Global business perspectives
- Emphasis on business responsibility and professional ethics

專業認可 Professional Recognition

- 同學修畢所需市場營銷科目後，畢業便可以申請成為香港市務學會副會員。
- 同學修畢所需人力資源科目後，亦可以申請成為香港人力資源學會(HKIHRM)副會員。

Our graduates of the BBA programme are eligible for :

- Associate membership of The Hong Kong Institute of Marketing (HKIM) after completing required Marketing courses.
- Associate membership of the Hong Kong Institute of Human Resource Management (HKIHRM) after completing required human resources courses.



就業與升學出路 Career Prospects and Further Studies

修讀工商管理學(榮譽)學士學位課程的畢業生獲得廣泛的商業知識和技能，有著多樣化的職業前景。大部分修讀工商管理學(榮譽)學士學位課程的畢業生投身貿易、零售和金融與銀行業，從事人力資源、銷售和營銷、客戶服務和零售管理等職位。我們畢業同學的職業界別和性質是與這個工商管理學學士學位課程的內容和特質息息相關的。

The BBA programme offers our graduates a broad range of business knowledge and skills across several, resulting in a well-rounded manpower with diverse career prospects. Most of our graduates work in trading, retail and financial/banking sectors in areas such as human resources, sales and retail management. The knowledge and skills gained from our BBA programme critically contributed to their success.