



工商管理學

(榮譽)學士 -
數碼市場學

Bachelor of Business Administration
(Honours) in Digital Marketing

ENHANCING CUSTOMER-CENTRIC
MARKETING THROUGH DIGITAL
INNOVATION AND DATA-DRIVEN
STRATEGIES

以數碼創新和數據驅動策略
加強顧客為中心的營銷



課程特色

Key Features

- 本課程覆蓋網上市場推廣、多媒體製作和市場數據分析技術等多種專業技能。
- 本課程培養學生成為擁有創業思維的商業策略家。
- 本課程為學生提供來自不同企業和數碼市場推廣公司的寶貴實習機會。
- 國際交流計劃擴闊學生的海外視野和促進個人成長。
- 畢業生在高需求的數碼市場領域有廣泛的出路選擇。
- The programme covers a diverse range of professional skills in digital marketing, multimedia production, and marketing data analytics.
- The programme cultivates students' strategic thinking with an entrepreneurial outlook.
- The programme provides students with valuable internship opportunities from diverse companies and digital marketing firms.
- International exchange schemes broaden students' horizons abroad and foster personal growth.
- Graduates have a wide range of career options in the high-demand digital marketing field.

關於工商管理學系

About the Department of Business Administration

工商管理學系成立於1971年，隨著樹仁學院的創辦而設立，提供四年制的工商管理文憑課程。於2003年9月，文憑課程被工商管理榮譽學士學位課程取代。於2013年9月引入了市場學及消費者心理學理學碩士課程。此外，其他的工商管理學士學位課程在2018年和2020年推出，旨在為學生提供更多選擇和機會，培養他們成為不同領域的專業人才。

The Department of Business Administration was established when Shue Yan College was founded in 1971, offering a four-year Diploma Programme in Business Administration. In September 2003, the diploma programme was replaced by the Bachelor of Business Administration with Honours programme. The Master of Science in Marketing and Consumer Psychology was introduced in September 2013. Furthermore, the other additional BBA programmes were introduced in 2018 and 2020, aiming to provide students with more options and opportunities, nurturing them to become professionals in various domains.

課程結構

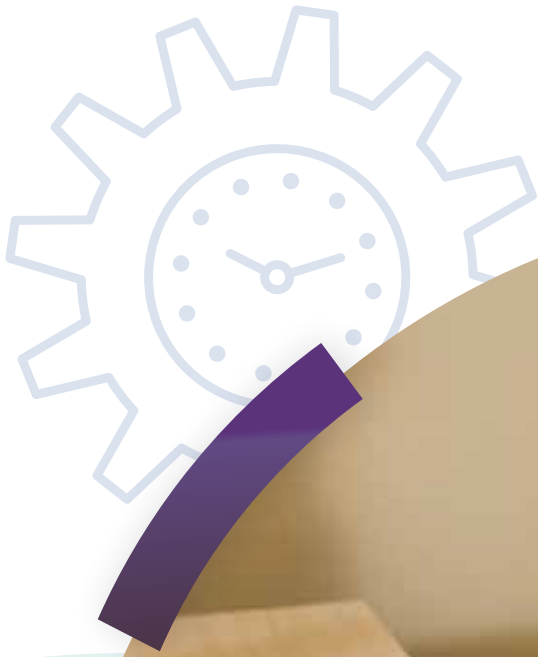
Programme Structure

工商管理學(榮譽)學士 – 數碼市場學課程旨在裝備學生具備商業運作、數碼市場推廣和多媒體應用的知識，並將其與批判性思維、創新和創業能力相結合。本課程結合了全面的商業和專業培訓與深入的溝通技巧，資訊科技應用，以及語言和通識教育科目。**學生需完成四年課程的125個學分。**

此外，本課程為已完成副學士學位或獲得高級文憑的學生**提供高年級入學選擇**，使他們有機會從二年級或三年級開始他們的學業。

The BBA (Honours) in Digital Marketing programme aims to equip students with a knowledge of business operations, digital marketing and multimedia applications, and to integrate them with critical thinking, innovation and entrepreneurship capabilities. The programme combines strong business and professional training with intensive exposure to communication skills, IT applications, as well as language and general education subjects. **Students are required to complete 125 credit units for the 4-year curriculum.**

Furthermore, the programme **provides senior entry options** for students who have completed an associate degree or obtained a high diploma, allowing them to start their studies in either Year 2 or Year 3.





商業核心科目 Business Core Courses

會計、商業傳意、經濟學、商業法律概況、
管理學、商業決策的數據分析

Accounting, Business Communication, Economics,
Legal Environment of Business, Management,
Statistical Analysis for Business Decision



市場學及數碼市場核心科目 Marketing and Digital Marketing Core Courses

消費者行為、顧客經驗洞察分析、市場數
據分析、顧客關係管理、互聯網及社交媒
體市場學、市場調查、市場策略與可持續
發展、市場學原理

Consumer Behavior, Customer Insights and
Experiences, Data Analytics for Marketing, e-CRM,
Internet and Social Media Marketing, Marketing
Research, Marketing Strategy and Sustainability,
Principles of Marketing



數碼商業核心科目 Digital Business Core Courses

數碼創業、電子商貿管理、商業資訊科技
應用、管理資訊系統、價值導向的創新與
創造力

Digital Entrepreneurship, e-Business Management,
IT Applications in Business, Management
Information Systems, Value-driven Innovation and
Creativity



大學共同核心科目 University Common Core Courses

中文、英文、通識科目

Chinese, English, General Education

其他主要及選修科目 Other core and elective courses



廣告策略和設計
Advertising Strategies and Design



人工智能商業應用
AI Applications in Business



虛擬實境與擴展實境素材資源製作
Asset Creation for VR/AR



影音製作
Audio-Visual Production



商業區塊鏈
Blockchain for Business



專題研究I&II (實習和研究報告)
Capstone Project I & II (Internship & Research Project)



視覺分析與設計
Visualization Analysis and Design



電腦圖像設計和發表
Computer Graphic Design and Publishing



消費者行為
Consumer Behaviour



國際商業當代議題
Contemporary Issues in International Business



數碼遊戲行銷
Digital Game Marketing



數碼和互動多媒體
Digitization and Interactive Multimedia



創業與新產品開發
Entrepreneurship and New Product Development for the Information Industry



企業決策與博弈論
Game Theory in Business Decision



人性化用戶體驗及用戶介面設計
Human Centered UX & UI Design



物聯網
Internet of Things



媒體美學
Media Aesthetics



管理原理及應用
Principles & Practice of Management



互動設計原理
Principles of Interaction Design



商業應用程式設計基礎
Programming Fundamentals for Business Applications



數碼公共關係
Public Relations Disciplines in the Digital World



社會媒體與網絡傳訊
Social Media and Networked Communication



科技發展與人際傳播
Technological Change and Human Communication



虛擬實境與擴展實境概論
Understanding VR/AR

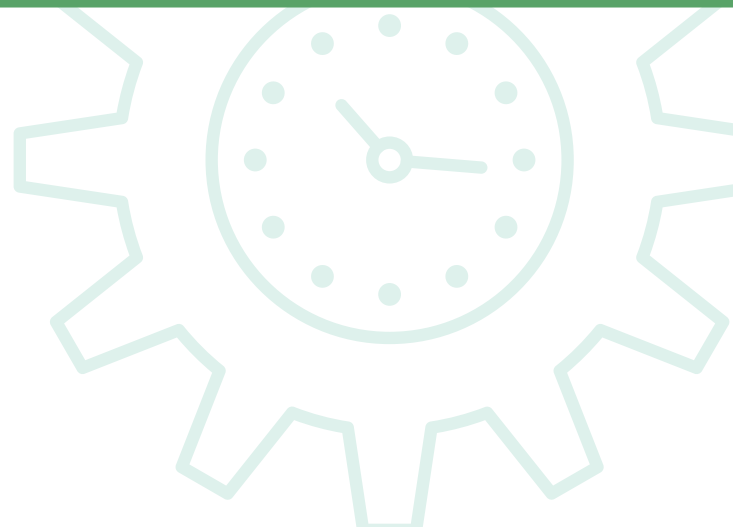


視覺傳訊
Visual Communication



虛擬實境與擴展實境應用開發
VR/AR Application Development

* 上述科目僅作為精選例子。選修科目列表將會定期檢討和修訂。
The aforementioned courses serve as selected examples. The list of elective courses will be periodically reviewed and revised.



課程具彈性 Flexible Programme

為了讓同學拓展不同學科知識和技能，同學可以從其他樹仁大學學系提供的14個課程選擇副修，包括由心理學系、新聞及傳播學系以及社會工作學系的副修課程。

In order to broadening students' level of expertise and enhancing their future prospects, students are given option to study other courses as a minor in one of 14 areas, including psychology, journalism and communication and social work.

專業認可 Professional Recognition

修讀工商管理學（榮譽）學士 — 數碼市場學課程的學生有資格獲得英國特許市場學會(CIM)第6級(L6)專業市場營銷文憑的豁免。本課程亦提供第4級(L4)證書的豁免。此外，四年級學生可申請成為香港市務學會的學生會員，而畢業生則可申請成為附屬會員。

Students studying the BBA (Honours) in Digital Marketing are eligible for exemptions from the Chartered Institute of Marketing (CIM) at Level 6 (L6) Diploma in Professional Marketing. The programme also grants exemptions from the CIM Level 4 (L4) Certificate. Furthermore, Year 4 students are qualified to apply for student membership with the Hong Kong Institute of Marketing (HKIM). Upon graduation, they can apply for associate membership.





就業和升學前景 Career and Further Education Prospects

畢業生將能夠在數碼營銷相關領域發展職業生涯，並在不同領域工作，如零售、客戶服務、客戶關係管理、內容管理、廣告、數碼策略規劃和數碼業務協調等。他們還可以尋求機會作為數碼商業企業家和創業顧問。

對於有志深造的學生，他們可以選擇在本地或海外進修碩士課程。畢業生可報讀由本系開辦的市場學及消費者心理學理學碩士課程。

Graduates will be able to develop their careers in fields related to digital marketing and be equipped to work in different sectors, for example in retail, customer service, customer relationship management, content management, advertising, digital strategic planning, and digital commerce coordination. They can also pursue opportunities to start their own business as digital business entrepreneurs and consultants.

For those who aspire to pursue further education, they have the option to pursue a master's degree programme either locally or overseas. Graduates can apply for the Master of Science in Marketing and Consumer Psychology programme offered by our department.





個人和事業發展
Personal Development
and Career Management

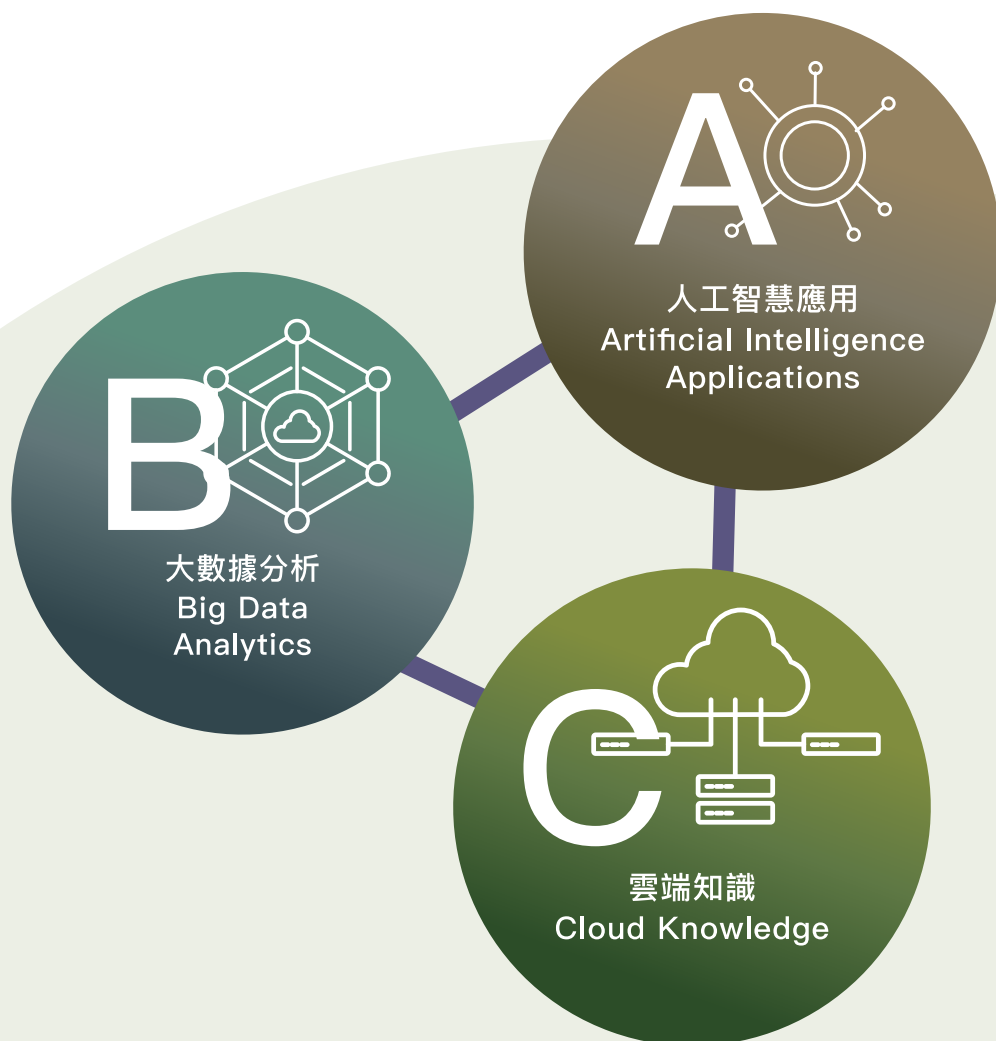


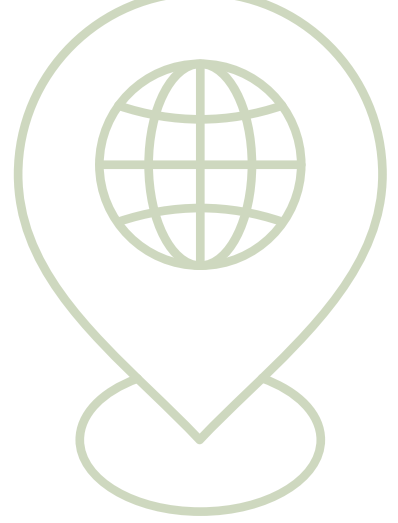
工商管理學系每年均透過不同活動，讓同學能在投身職場前，更好地裝備自己：

- 本系重視培養學生的 ABC 技能。為符合現今商業需求，我們也鼓勵學生參加公認的考試和課程（例如：微軟和谷歌認證），以提升他們的專業資格。
- 本系定期安排不同 IT 工作坊供學生參加，以增強技術相關的能力（例如：3D 打印）。
- 透過 CEO 講座、師友計劃、實習計劃和各式工作坊，同學能為自己的事業發展做好更充分的準備。

The Department organizes various seminars and workshops to help students prepare for the business world:

- The Department focuses on developing students' ABC skills. In line with current business needs, we encourage students to take publicly recognised examinations and courses (e.g., Microsoft and Google Certifications) to enhance their professional qualifications.
- The Department regularly arranges different IT workshops for students to attend in order to improve their IT literacy (e.g., 3D printing)
- Through CEO talks, mentoring, internships and training workshops, students can be better prepared for their career development.





國際交流計劃 Exchange Opportunity

國際交流計劃讓樹仁同學能在海外合作伙伴大學修讀部份學分，讓同學能擁有更廣闊視野和不同學習體驗。目前樹仁跟超過70所大學簽署了合作協議，大學伙伴來自30個國家如澳洲、加拿大、芬蘭、法國、德國、日本、韓國、荷蘭、西班牙、瑞典、英國和美國等。

The Study Abroad Scheme offers opportunities for students to complete part of their undergraduate education in a partner university outside of Hong Kong. Currently, Shue Yan is partnered with over 70 universities from 30 countries and regions including Australia, Canada, Finland, France, Germany, Japan, South Korea, the Netherlands, Spain, Sweden, the United Kingdom, and the United States.





獎學金 Scholarship

香港樹仁大學提供一系列獎學金和助學金，讓同學可按財務狀況、學術成績和課外活動表現，申請相關的獎助學金。

HKSYU offers scholarships and financial assistance to its students based on their financial status, academic performance and extra-curricular achievements.



挑戰與成就 Challenges and Achievements

我們鼓勵學生積極參與各種課外活動和比賽。近年來，我們的學生不僅在這些活動中獲得了寶貴的經驗，還贏得了多個獎項並獲得了社會的認可。

Students are encouraged to actively participate in various extracurricular activities and competitions. In recent years, our students have not only gained valuable experience in these activities, but also won multiple awards and garnered recognition from the wider community.



Exchange/
Study Abroad
交流/留學分享



Internship Sharing
實習分享



Alumni and Student
Sharing
校友及學生分享



Student Achievements
學生成就

查詢及申請 Enquiries and Application

如有任何查詢，請聯絡香港樹仁大學工商管理學系：
For any inquiries, please contact the Department of Business Administration
at the Hong Kong Shue Yan University:

 Tel. 電話：
(852) 2806-7342 / 2806-5193 / 2806-5194

 Email 電郵：
ba@hksyu.edu

 Website 網頁：
www.hksyu.edu/ba

申請平台
Application Portal



English
英文



Traditional Chinese
繁體中文



Simplified Chinese
簡體中文