



香港樹仁大學工商管理學系
HONG KONG SHUE YAN UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION



工商管理學

(榮譽)學士 -

人力資源管理與應用心理學

Bachelor of Business Administration
(Honours)
in Human Resources Management -
Applied Psychology

INTERDISCIPLINARY TALENTS:
CARING FOR PEOPLE

跨學科的專才：仁心為本



課程特色

Key Features

- 本課程從跨學科的角度涵蓋了人力資源管理（HRM）和應用心理學的整合。
- 本課程全面涵蓋人力資源管理的主要範疇。
- 本課程為學生提供來自不同企業和人力資源管理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。
- 畢業生在人力資源領域有眾多的出路選擇。
- The programme encompasses the integration of HRM and applied psychology from an interdisciplinary perspective.
- The programme provides comprehensive coverage of key HRM areas.
- The programme offers students with valuable internship opportunities in various HR management companies and companies from different industries.
- International exchange schemes broaden students' horizons and foster personal growth.
- Graduates have a variety of career options in the human resources 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

本課程融合了人力資源管理（HRM）和應用心理學的專業知識，以應對當今充滿變動和不確定性的工作環境中複雜的人力資源挑戰。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。

This programme stands out by combining expertise in human resource management (HRM) and applied psychology to address the intricate HR challenges in today's dynamic and unpredictable work environment. **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.



核心科目的五大類別 Five Categories of Core Courses



心理學核心科目 Psychology-based Core Courses

心理學入門、性格與個人差異、社會心理學
Introductory Psychology, Personality and individual Difference, Social Psychology



商業核心科目 Business Core Courses

會計、商業傳意、商業法律概況、管理學、商業決策的數據分析
Accounting, Business Communication, Legal Environment of Business, Management, Statistical Analysis for Business Decision



人力資源管理核心科目 HRM-based Core Courses

當代招聘與甄選、勞資關係與僱傭法例、組織行為學、人力資源管理原理、薪酬管理、策略人力資源分析、人才管理及發展
Contemporary Recruitment and Selection, Industrial Relations and Labour Law, Organizational Behavior, Principles of Human Resource Management, Reward Management, Strategic HR Analytics, Talent Management and Development,



跨學科核心科目 Interdisciplinary Core Courses

跨學科核心科目
Employee Well-being, Psychological Assessment in HRM, Career and Life-span Development



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



人工智能商業應用
AI Applications in Business



亞太管理議題
Asia Pacific Management Issues



商業道德與企業社會責任
Business Ethics & Corporate Social Responsibility



商業研究
Business Research



商業策略
Business Strategy



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



職業生涯規劃輔導
Career and Employment Counselling



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



企業金融學
Corporate Finance



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



健康心理學
Health Psychology



商業資訊科技應用
I.T. Applications in Business



管理資訊系統
Management Information Systems



學習動機
Motivation and Learning



營運管理
Operations Management



市場學原理
Principles of Marketing



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



價值導向的創新與創造力
Value-driven Innovation and Creativity



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的知識和技能，並增強他們的未來前景，同學可以在14個領域中選擇科目作為副修的選項，包括心理學、新聞與傳播學以及社會工作。

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

專業認可 Professional Recognition

樹仁大學工商管理學(榮譽)學士-人力資源管理與應用心理學課程獲多間專業學會認可，包括香港人力資源管理學會。畢業生將可憑有關資格獲取另一國際認可的專業人力資源管理資格。

Our BBA (Honours) in Human Resources Management- Applied Psychology is accredited by various prominent professional institutions including Hong Kong Institute of Human Resource Management (HKIHRM).





就業和升學前景 Career and Further Education Prospects

畢業生可在新興熱門職位建立事業，包括在員工關係、學習與發展、徵才、薪酬與福利、招聘及人力資源等範疇擔任人力資源專家、經理或主管職位，甚或個人創業。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。

Graduates will gain unique advantages to develop their careers in emerging HR roles as specialists, managers or directors, with a particular focus on employee relations, learning and development, talent acquisition, compensation and benefits, and recruitment. They may even choose to start their own businesses. For those who aspire to pursue further education, they have the option to pursue a master's degree programme either locally or overseas.





個人和事業發展
Personal Development
and Career Management

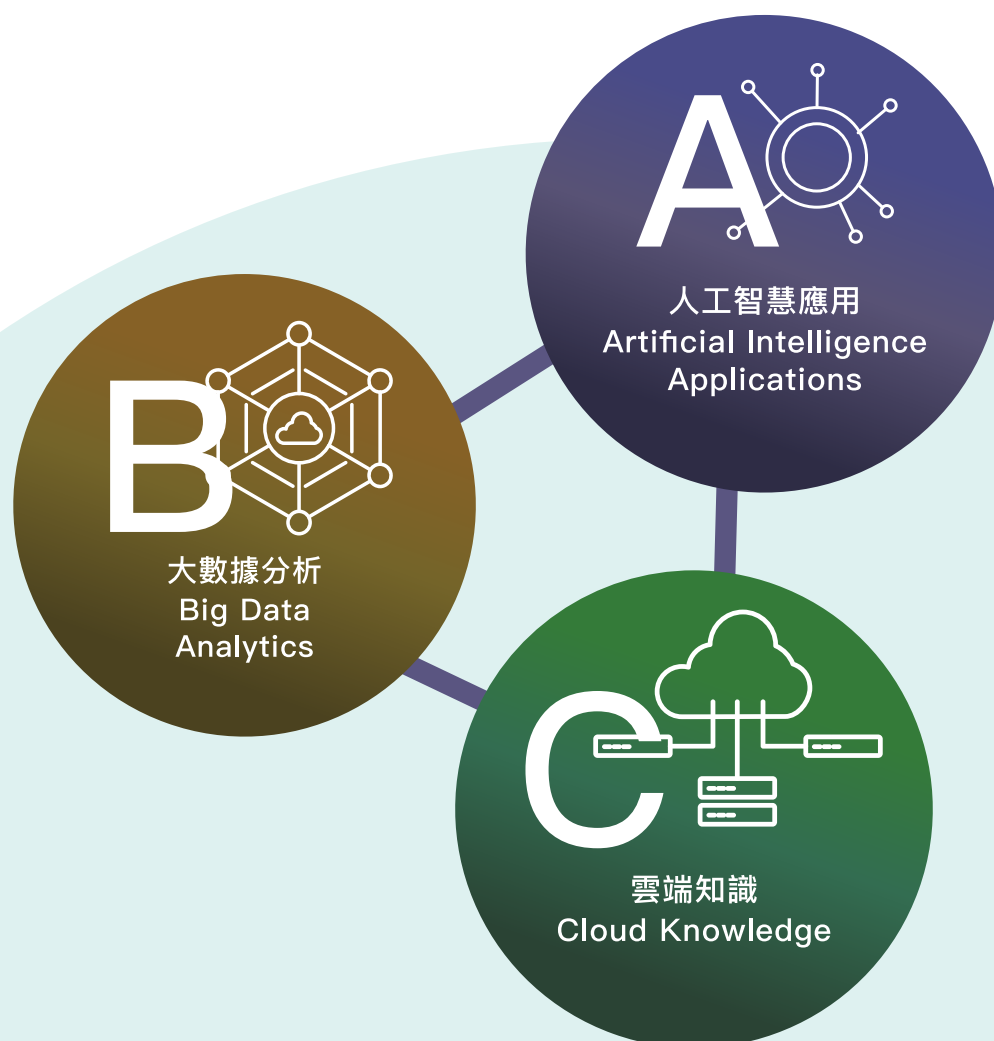


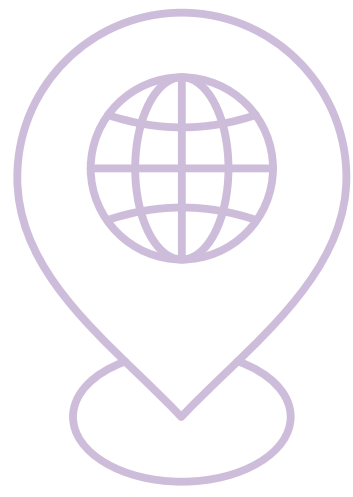
工商管理學系每年均透過不同活動，讓同學能在投身職場前，更好地裝備自己：

- 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, mentorship, 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