



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

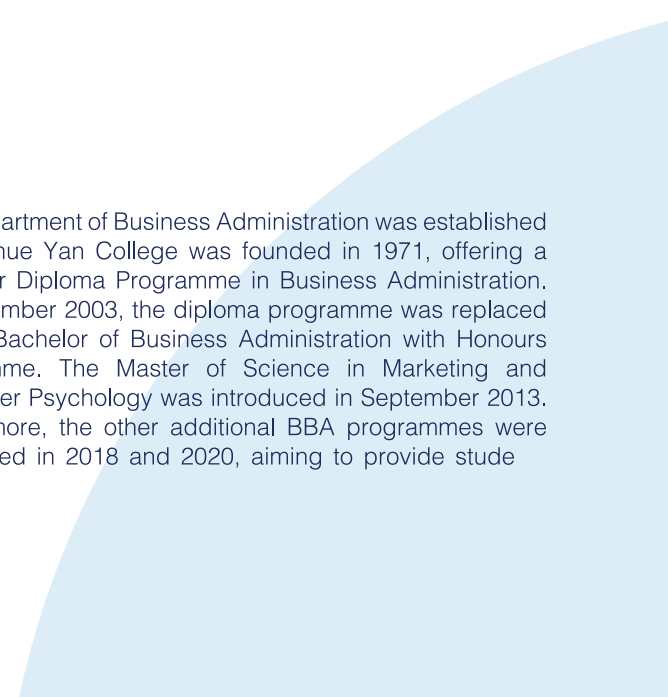
Bachelor of Business Administration  
(Honours)

BENEVOLENCE, INTEGRITY  
AND DISCERNMENT

菁商立仁



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月推出了市場學及消費者心理學理學碩士課程。此外，其他的工管學士學位課程在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 stude