



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



## 課程特色

### Key Features

- 本課程內容廣泛，覆蓋不同專業範疇。
- 本課程具彈性，可選擇5個不同專修及14個其他學系副修課程。
- 本課程獲得知名專業機構的認證與豁免。
- 不同類型企業提供多樣的實習機會。
- 國際交流計劃擴闊學生的海外視野和促進個人成長。
- 畢業生有眾多出路選擇。
- The programme curriculum covers various professional areas in business.
- The programme offers flexibility, allowing students to choose 5 different major concentrations and 14 minor programmes from other disciplines.
- The programme obtains various recognition and exemptions from prominent professional institutions.
- Various internship opportunities are offered by companies.
- International exchange schemes broaden students' horizons and foster personal growth.
- A wide range of career options is available.

## 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 students with more options and opportunities, nurturing them to become professionals in various domains.

# 課程結構

## Programme Structure

工商管理(榮譽)學士學位課程旨在為學生提供不同領域的商業運營知識，並同時培養他們在商業環境中的有效溝通能力。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。他們可以從五個專業方向中選擇選修課程：**企業治理、金融服務與規劃、人力資源管理、數碼創業和市場學。

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) programme aims to equip students with knowledge of business operations in different areas. Additionally, it aims to develop their effective communication skills in business contexts. 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. They may choose their electives from five concentrations:** Corporate Governance, Financial Services and Planning, Human Resource Management, Digital Entrepreneurship, and Marketing.

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



### 市場學專修 Marketing Concentration

廣告策略和設計  
Advertising Strategies and Design

消費者行為  
Consumer Behaviour

互聯網及社交媒體市場學  
Internet and Social Media Marketing

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



### 人力資源管理專修 Human Resource Management Concentration

亞太管理議題  
Asia Pacific Management Issues

勞資關係與僱傭法例  
Industrial Relations and  
Labour Law

薪酬管理  
Reward Management

人才管理及發展  
Talent Management and Development

## 五個專業的不同選修科目 Elective Courses for Five Concentrations



### 企業治理專修 Corporate Governance Concentration

公司法  
Company Law

企業治理議題  
Contemporary Issues in Corporate  
Governance

公司秘書  
Corporate Secretaryship

香港稅務及策劃  
Hong Kong Taxation & Planning



### 金融服務與規劃專修 Financial Service & Planning Concentration

遺產與退休規劃  
Estate & Retirement Planning

香港稅務及規劃  
Hong Kong Taxation & Planning

保險學  
Insurance

投資分析與投資組合管理學  
Investment Analysis &  
Portfolio Management



### 數碼創業專修 Digital Entrepreneurship Concentration

數碼創業  
Digital Entrepreneurship

電子商貿管理  
eBusiness Management

顧客關係管理  
e-CRM

物聯網  
Internet of Things



中文、英文、通識科目  
Chinese, English, General Education

## 大學共同核心科目 University Common Core Courses

### 其他主要科目 Other Core Courses



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



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



企業金融學  
Corporate Finance



人力資源管理  
Human Resource Management



管理資訊系統  
Management Information Systems



市場策略與可持續發展  
Marketing Strategy and Sustainability



營運管理  
Operations Management



組織行為  
Organizational Behaviour



管理原理及應用  
Principles & Practice of Management



市場學原理  
Principles of Marketing



商業決策的數據分析  
Statistical Analysis for Business Decision



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

### 其他選修科目\* Other Selected Elective Courses



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



職業與生涯發展  
Career and Life-span Development



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



顧客經驗洞察分析  
Customer Insights and Experiences



市場數據分析  
Data Analytics for Marketing



數碼遊戲行銷  
Digital Game Marketing



數碼和互動多媒體  
Digitization and Interactive Multimedia



員工福祉  
Employee Well-being



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



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



物聯網  
Internet of Things



媒體美學  
Media Aesthetics



企業風險管理導論  
Principles of Corporate Risk 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



人力資源領域心理評估  
Psychological Assessment in HRM



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



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

工商管理學（榮譽）學士課程獲得多間專業學會的認可，包括香港公司治理公會、香港人力資源管理學會、香港市務學會、英國特許市務學會及香港財務策劃師學會等。

Our BBA (Honours) programme is accredited by various prominent professional institutions, including the Hong Kong Chartered Governance Institute, the Hong Kong Institute of Human Resources Management, the Hong Kong Institute of Marketing, the Chartered Institute of Marketing, and the Institute of Financial Planners of Hong Kong.





## 就業和升學前景 Career and Further Education Prospects

我們的畢業生具備良好的商業知識，可應用於廣泛的求職範圍。我們大部份的畢業生都從事與專修相關的工作，包括廣告和市場推廣、行政管理、審計、銀行和金融、客戶服務、法律、物流和運營管理等領域開展了他們的職業生涯。他們更在不同的知名企業中開展事業，其中包括中國銀行、國泰航空、中國移動、香港迪士尼樂園、香港航空、香港入境事務處、醫院管理局、滙豐銀行和新鴻基地產等獲得了職位。**總括而言，本課程使我們的畢業生具備在全球化和快速變化的商業世界中探索多樣職業發展的能力，並能夠在他們的職業旅程中不斷成長。**

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。

Our graduates will possess a solid, generalized background that can be utilized for the broadest possible job search. Many of our graduates have embarked on their careers in fields such as advertising and marketing, administration, auditing, banking and finance, customer service, law, logistics, and operations management. They have secured positions in renowned companies including Bank of China, Cathay Pacific, China Mobile, Hong Kong Disneyland, Hong Kong Airlines, Hong Kong Immigration Department, Hospital Authority, HSBC, and Sun Hung Kai Properties. **In essence, the programme equips our graduates for the globalized and rapidly changing business world, enabling them to explore diverse career paths throughout their professional journey.**

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

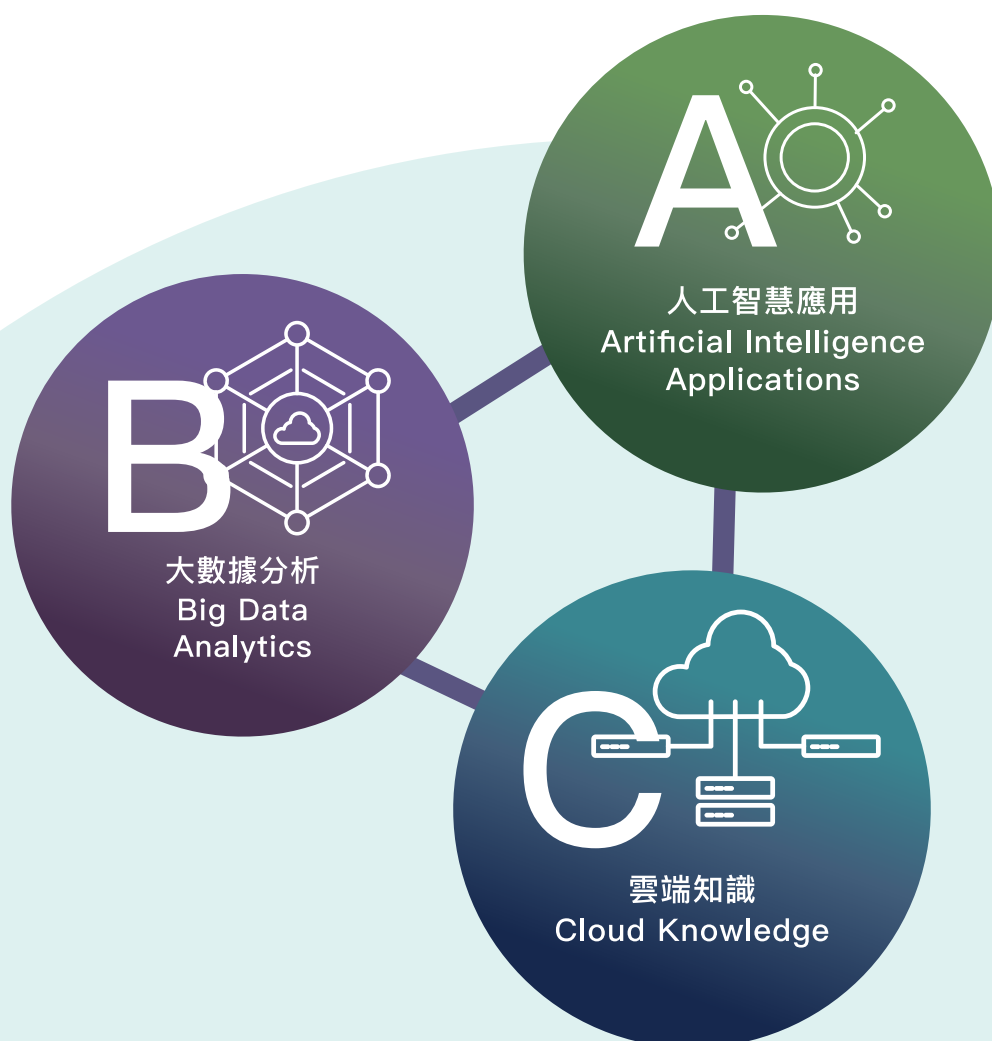


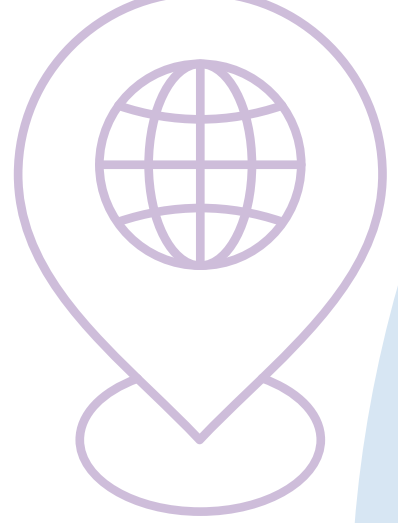
工商管理學系每年均透過不同活動，讓同學能在投身職場前，更好地裝備自己：

- 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, 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：  
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 Website 網頁：  
[www.hksyu.edu/ba](http://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