

Bachelor of Business Administration (Honours)

工商管理學（榮譽）學士

BENEVOLENCE, INTEGRITY
AND DISCERNMENT

菁商立仁

KEY FEATURES

課程特色

Programme curriculum covers various professional in business
課程內容廣泛，覆蓋不同專業範疇

Various internship opportunities offered by companies
不同類型企業實習機會

Wide range of career options available
畢業生出路選擇眾多

International exchange broadens students' horizons abroad
海外交流學習，擴闊學生視野

Professional recognition by prominent professional institutions
獲眾多專業學會認可

Flexible with 5 concentrations and minors
課程具彈性，可選擇五個不同專修或副修其他學系課程



香港樹仁大學

HONG KONG SHUE YAN UNIVERSITY

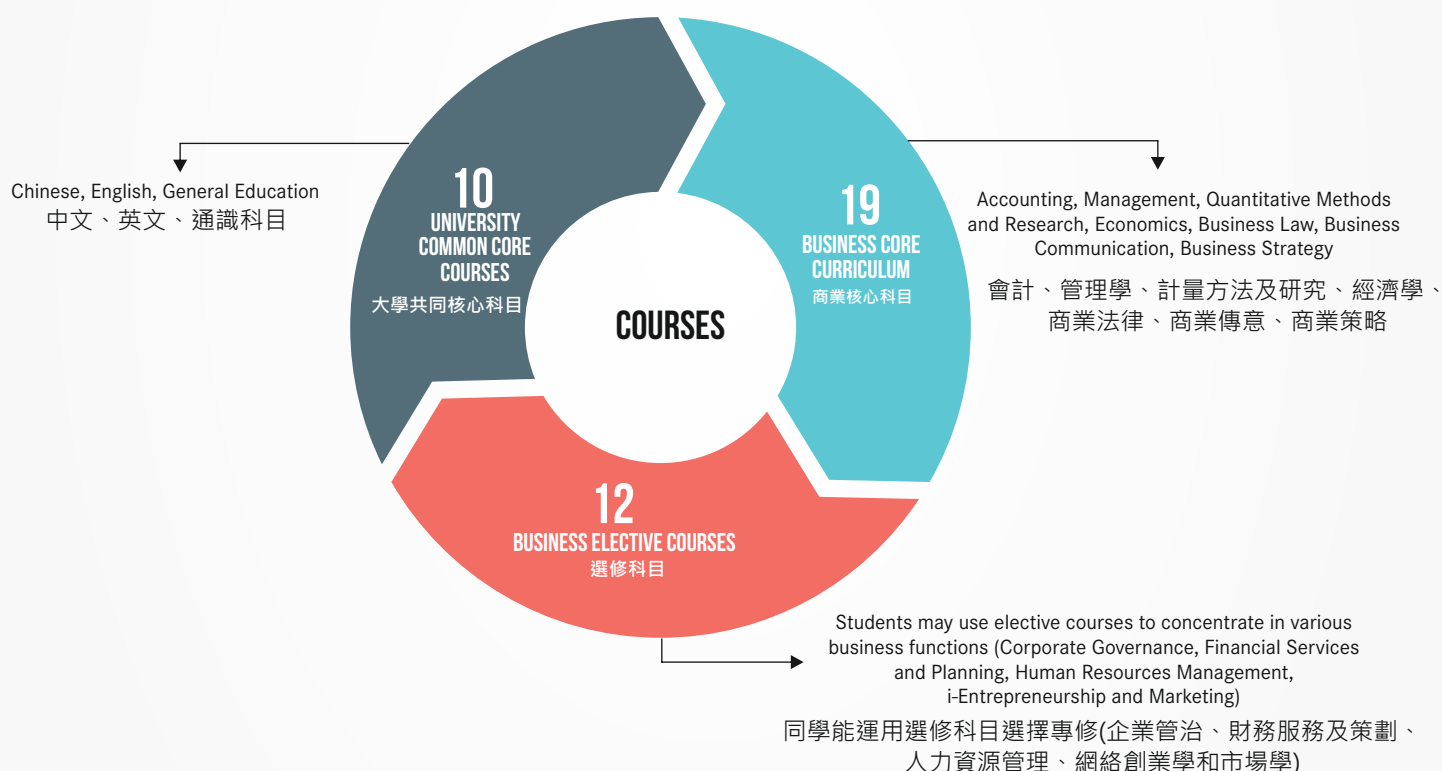
Department of Business Administration
工商管理學系



PROGRAMME STRUCTURE

課程結構

The BBA (Honours) programme aims to equip students with knowledge of business operations in different areas including accounting, economics and finance, marketing, management and business law, and to develop their effective communication skills in business contexts. It 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. Students may choose their electives from five concentrations: corporate governance, financial services and planning, human resources management, i-entrepreneurship and marketing. 這課程旨培訓學生掌握不同類型的商業運作知識，包括會計、經濟及財務、市場學、管理學和商業法律等，並致力提升同學的商務溝通能力。學生不單會加強語言訓練，更會學習通識、工商管理及相關商業專修課程。同學可以選擇專修企業管治、財務服務及策劃、人力資源管理、網絡創業學和市場學等。整個課程共125學分。



FLEXIBLE PROGRAMME

課程具彈性

In order to broaden students' level of expertise and enhance their future prospects, students have the option to study another subject as a minor in one of 12 areas, including psychology, journalism and communication and social work. 為了讓同學拓展不同學科知識和技能，同學能夠選擇專修商業專業課程，也可以從其他樹仁大學學系提供的十二個課程選擇副修，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。

■ CAREER PROSPECTS 工作前景

Our graduates will possess a solid, generalised background that can be used to mount the widest possible job search. Most of our graduates started their careers in the fields of advertising and marketing, administration, auditing, banking and finance, customer service, law, logistics and operation management in well-known companies such as Bank of China, Cathay Pacific, China Mobile, Hang Seng Bank, Hong Kong Disneyland, Hong Kong Airlines, Hong Kong Immigration Department, Hospital Authority, HSBC and Sun Hung Kai Properties. In short, the programme prepares graduates for a globalised and rapidly changing business world, where individuals may pursue a number of different careers during their working lives.

我們的畢業同學具備良好的商業知識，能應對不同行業的需要。我們大部份的畢業生都從事跟專修相關的工作，包括廣告及市場推廣、行政管理、審計、銀行及金融業、顧客服務、法律、物流和運作管理等。他們更在不同的企業中開展事業，當中包括中國銀行、國泰航空、中國移動、恆生銀行、香港迪士尼、香港入境署、醫院管理局、匯豐銀行、新鴻基地產等。總括而言，這課程讓畢業同學具備專業知識和技能，以應對在這急速全球化和改變的商業世界發展事業的挑戰。



Professional Recognition

專業認可

Our BBA honours programme is accredited by various prominent professional institutions including Hong Kong Institute of Chartered Secretaries, Hong Kong Institute of Human Resources Management, Hong Kong Institute of Marketing and Institute of Financial Planners of Hong Kong.

樹仁大學工商管理學(榮譽)學士課程獲多間專業學會認可，包括香港特許秘書公會、香港人力資源管理學會、香港市務學會及香港財務策劃師學會等。



Personal Development & Career Management

個人和事業發展

Our department has been organising seminars and workshops to help students prepare for the working world. Through CEO talks, mentoring, internships and training workshops, students may be better prepared for their career development after graduation.

工商管理學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。透過CEO講座、師友計劃、實習計劃和各式工作坊，同學能在畢業後為自己事業發展作出更好準備。

Experience SHUE YAN UNIVERSITY

Promoting Value and knowledge



EXCHANGE OPPORTUNITY 國際交流計劃

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 45 universities from 19 countries and regions including Australia, Canada, Finland, France, Germany, Japan, South Korea, the Netherlands, Spain, Sweden, the United Kingdom, and the United States.

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，讓同學能有更廣闊視野和不同學習體驗。目前樹仁跟45所大學簽署了合作協議，大學伙伴來自19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。

SCHOLARSHIP獎學金

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

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。

CHALLENGES AND ACHIEVEMENTS 挑戰與成就

Our department encourages students to participate in various co-curricular activities and competitions. Our students have received not only valuable experiences, but also various awards in some competitions.

我們鼓勵同學多參與不同類型課外活動和比賽，近年同學不單從活動中獲得寶貴經驗，更屢次獲獎，能力受到外界肯定。



Enquiries and Application
查詢及申請

For further enquiries, please contact us at:
如有任何查詢，請聯絡香港樹仁大學工商管理學系：

Tel. 電話 : 2806-5193/ 2806-7342

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