

工商管理學(榮譽)學士

Bachelor of Business Administration (Honours)

課程簡介及特色

About the Programme

工商管理(榮譽)學士課程理論和實踐並重，讓學生能全面掌握商業和管理學的核心概念。本課程提供5個不同的專修範疇，使學生在所選擇的專業上獲取更廣泛的知識，包括：金融服務及財務策劃專修；市場學專修；人力資源管理專修；企業管治專修；及網路創業專修。

The Bachelor of Business Administration (Honours) programme emphasises both theory and practice to nurture students with a thorough grounding in the core aspects of business and management. We provide five different business concentrations for students to maintain broad-based knowledge in their chosen profession, they are: Financial Services & Planning Concentration, Marketing Concentration, Human Resource Management Concentration, Corporate Governance Concentration and i-Entrepreneurship Concentration.

工作前景

Career Prospects

本課程為全球化及日新月異的商業社會培育人才，讓他們投身不同行業，亦有助畢業同學創業。畢業生將具備廣闊及實用的知識和技術，在求職擇業的出路十分廣泛，包括可從事市場與行銷、行政與管理、銀行與金融、運作與物流管理等行業。有志深造者，亦可在本港或海外進修碩士課程。畢業生可報讀本系開辦的市場學及消費者心理學理學碩士課程，或報讀本校自1979年與美國路易斯安那(門羅)大學合辦的工商管理碩士課程。

We prepare graduates for a rapid changing globalised business world, to pursue different careers in businesses or start their own business. Graduates will possess practical and wide-range of skills and knowledge that can be mounted the widest possible job search, such as marketing and sales, administration and management, banking and finance, operation and logistics management. They can also pursue further studies either locally or overseas. Our graduates are eligible for admission to the MSc in Marketing & Consumer Psychology offered by the BA Department, and the MBA programme jointly offered since 1979 by the University of Louisiana at Monroe (USA) and Shue Yan University here in Hong Kong.

專業及行業認可

Professional and Industrial Recognition

- i. 修讀企業管治專修之畢業生可豁免香港特許秘書公會 (HKICS) 部份專業考試
- ii. 修讀金融服務及財務策劃專修之畢業生應考「香港財務策劃師學會」(IFPHK)之財務策劃師考試必修科，可申請豁免修讀部份認證教育課程單元；及可申請豁免「香港證券及投資學會」(HKSI)之證券及期貨從業員資格部份考試
- iii. 修讀人力資源管理專修的同學可註冊為香港人力資源管理學會(HKIH RM)學生會員，而畢業生可申請成為副會員
- i. Graduates of the Corporate Governance Concentration may gain partial exemption from the professional examinations of Hong Kong Institute of Chartered Secretaries (HKICS)
- ii. Graduates of the Financial Services and Planning Concentration may exempt to attend part of the modules of Certification Education Programme of the Institute of Financial Planners of Hong Kong (IFPHK) when they are going to take the Certified Financial Planner (CFP) examinations; and may gain partial exemption from the examinations of Hong Kong Securities and Investment Institute (HKSI)
- iii. Students of the Human Resource Management Concentration are eligible to become Hong Kong Institute of Human Resource Management's (HKIH RM) Student Member and its graduates are eligible to become its Associate Member

主要科目 Selected Courses

- 商業傳意 Business Communication

商業研究 Business Research

商業策略 Business Strategy

消費者行為 Consumer Behaviour

成本管理會計 Cost & Management Accounting

創新及變革 Creativity, Innovation & Change

財務會計 Financial Accounting

財務管理 Financial Management

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

市場學原理 Principles of Marketing

供應鏈管理 Supply Chain Management

高級商業報告寫作及傳意 Advanced Business Report Writing & Communication

商業道德與企業社會責任 Business Ethics & Corporate Social Responsibility
- 人力資源管理 Human Resource Management

國際商業 International Business

經濟學導論 Introduction to Economics

商業法律概況 Legal Environment of Business

管理資訊系統 Management Information Systems

市場策略 Marketing Strategy

營運管理 Operations Management

組織行為 Organisational Behaviour

管理原理及應用 Principles & Practice of Management

商業量化方法 Quantitative Methods for Business

本地與海外交流生合照: 我們是仁大工商管理系學生! A group photo comprising local and overseas exchange students: We are SY BBA Students!



學系活動 Departmental Activities



本學系“師友計劃”的校外導師都是來自有聲譽的企業的管理人員，同學們都可以向他們尋求職涯發展的意見，並從他們身上更深入了解現實的商業環境。Mentorship programme involves external mentors who are all business practitioners in managerial positions of different renowned companies. Students are able to acquire a better understanding of the real business environment and seek advice regarding their career development.



學術週 Academic Week

“學術週”是工商管理學系的一個主要周年活動，為同學提供一個向商界領袖學習的平台。同時，亦提供機會給同學在組織及聯系不同講座和活動時展現他們的領導和管理能力。

Academic Week is one of the major BBA annual events and serves as a platform for students to learn from prominent guests. It provides students chances to polish leadership and management skills in organizing and coordinating different seminars and functions.



工商管理學榮譽學士