



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS



Bachelor of Business Administration
(Hons) Degree Programme

School of Business At a Glance

27,000+
alumni

260+
international exchange
partners from

~45
countries/ regions

HK\$ 2.2M
is committed yearly by the
School to support student's
overseas activities

2+2 DEGREE

Programmes in business with:

- NEOMA Business School, France
- University of Applied Sciences
and Arts Northwestern
Switzerland, Switzerland
- Kozminski University, Poland

ONE OF THE 1 %

of business schools worldwide
with triple-crown recognitions



One Programme

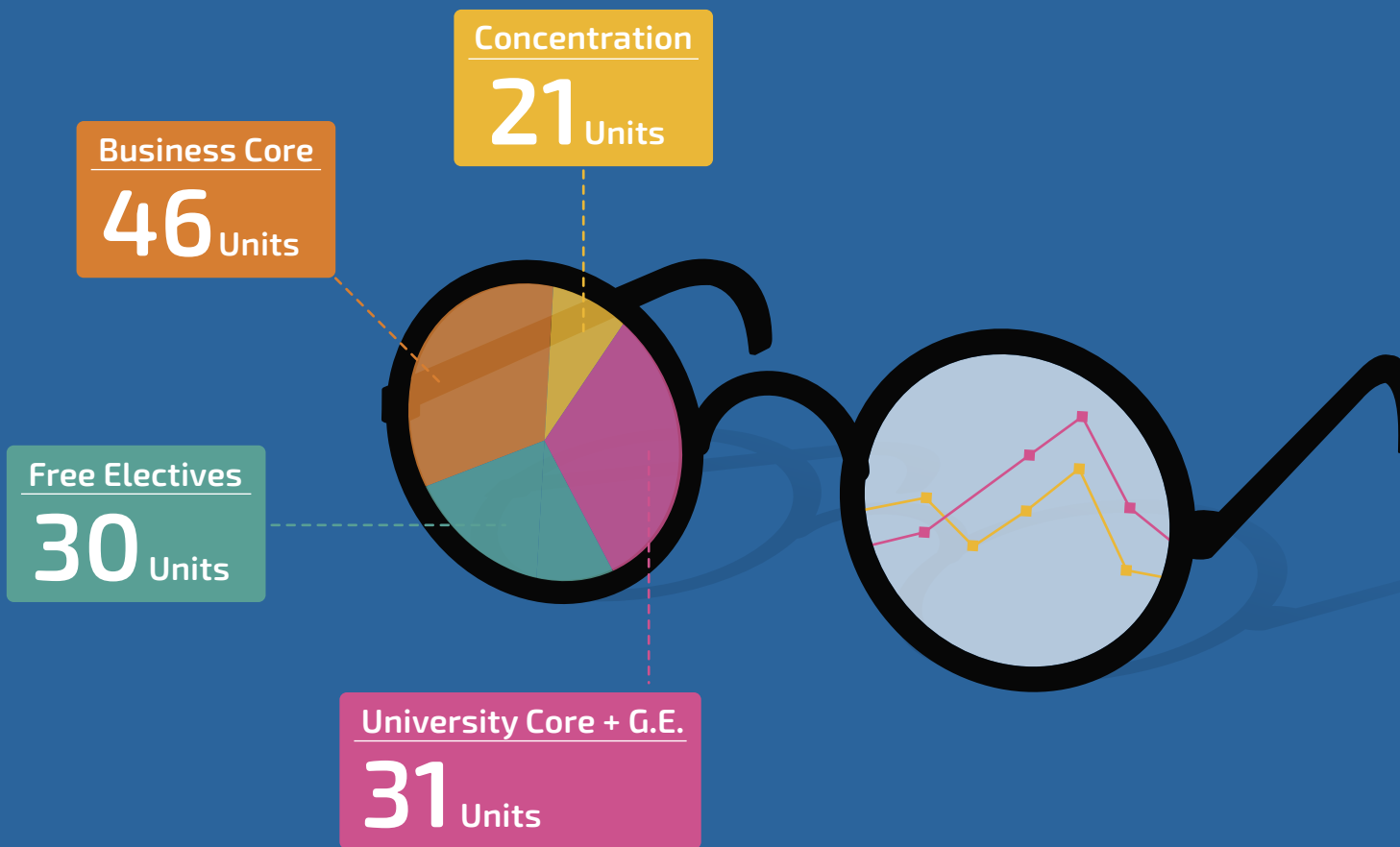
Eight Concentrations

100% Honour your Choice!

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- An illustration of a person in a white shirt and dark pants walking on a path that recedes into the distance. The path is marked with white lines. On the right side of the path, there are eight flags on poles, each a different color. The background is a dark blue gradient. On the left, there is a vertical white bar with black lines, suggesting a window or a screen. The overall scene is set against a dark blue background.
- Accounting
 - Economics and Data Analytics
 - Entrepreneurship and Business Innovation
 - Finance
 - Human Resources Management
 - Information Systems and Business Intelligence
 - Marketing
 - Strategic Retail Management and Innovation

Personalized Curriculum to Fit your Aspirations

Various graduation options to suit your career paths & academic interests



Double Concentration

- 1** An additional graduation option by studying 7 required courses of the 2nd concentration
- 2** Over 20% students graduate with two concentrations
- 3** Inter disciplinary knowledge to boost employability

Double Degree Programmes in Business



Kozminski University



Warsaw, Poland



University of Applied Sciences and Arts Northwestern Switzerland



Switzerland



NEOMA Business School



Paris, France



2 Degrees in 4 Years

Pay HKBU tuition fee plus scholarship provided

Internship Opportunity

Gain work experience in France/ Switzerland/ Poland

English as Medium

100% taught in English (French/ Swiss/ Polish background is not a must)

Personal & Career Development

Expand your global network & enhance your job prospects

Push the Limits to Maximize your Learning

Opportunity to deepen learning experience and gain two degrees in four years



NEOMA Business School

2 Years
at HKBU

2 Years
at NBS

- 1 One of the 1% business schools with triple-crown recognitions
- 2 Ranked in 41st place in Europe and 9th in France (Financial Times-European Business School, 2022)



University of Applied Sciences and
Arts Northwestern Switzerland

NEW

1 Year
at HKBU

2 Years
at FHNW

1 Year
at HKBU

- 1 AACSB accredited
- 2 Founded in 2006, one of Switzerland's leading universities offering a broad range of degree programmes
- 3 A wide range of specializations offered: Banking & Finance, Digital Business and Value Networks, International Entrepreneurship, International Financial Management and Marketing



Kozminski University

1.5 Years
at HKBU

1.5 Years
at KU

1 Year
at HKBU

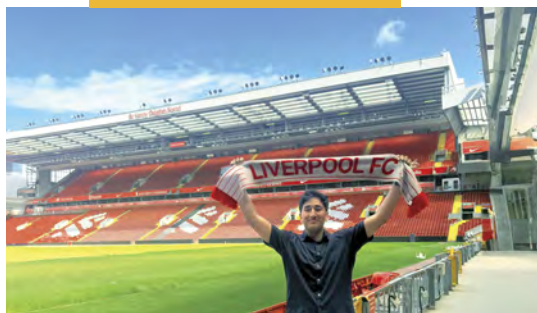
- 1 One of the 1% business schools with triple-crown recognitions
- 2 Rank 52nd among the best European Business Schools (Financial Times, 2022)
- 3 Best non-public higher education institution for 24 years ("Perspektywy" ranking)

Overseas Exchange

Spend a semester/ summer/ academic year in an overseas university to immerse in a foreign culture and lifestyle!

Student Sharing

B K Aviral | Marketing



My exchange experience at Loughborough University in the UK was absolutely transformative and unforgettable. Being in a new country and new university, I stepped out of my comfort zone and immersed myself in the new cultures and new way of life which expanded my perspectives in ways I never imagined.

CAI Yiwen | Human Resources Management



During my time at JAMK University of Applied Sciences, I was able to communicate with students all around the world like Argentina and Nepal. It was a good chance for me to meet new friends. During the lessons, I was also encouraged to express my opinions, which greatly boosted my confidence and enhanced my communication skills.



Scholarships

The School of Business has long been dedicating efforts and resources in providing students with overseas learning opportunities. The School committed **HK\$2.2M** annually to encourage students to unleash their potential in another environment!

School of Business Global Experience Support Scheme*

(only eligible to first-time awardee)

HK\$40,000 MAX

* Students who have proven financial difficulties would be given higher priority

Service Learning Programme

Transfer business knowledge to make an impact to the society

2,400+ BBA students have served and learned in ~140 NGOs/POs in Hong Kong and Mainland China.

We have served...

- ORBIS
- Oxfam Hong Kong
- Po Leung Kuk
- Pokfulam Farm
- Ronald McDonald House
- Scout Association of Hong Kong
- YMCA of Hong Kong



Student Ambassador Scheme

Amplify your skills through practising in University & School events



CHAN Lai Nga

Accounting, 2023 Graduate

As a Student Ambassador, I gained practical skills and built meaningful connections through serving in the Info Day and joining in different networking activities. I am proud to have this remarkable and enriching experience during my U-life.



TAN Kah Yee

Applied Economics, 2023 Graduate

Being a Student Ambassador of the School of Business had been nothing short of a fun-filled ride, leaving us fulfilled and empowered to embark on quests ahead.

Be Career Ready

Nurture you into Future Business Leaders

Close to 100% BBA graduates secure full-time jobs within 6 months upon graduation.

The School believes students do not only learn in classrooms, but through hands-on experiences in real setting.

Over 60% of BBA students have participated in 1 to 3 local/ overseas internship programmes during their 4-year U-life.

Employment sectors of our graduates:

- Accounting/ Auditing/ Taxation/ Secretarial Work
- Management
- Banking/ Finance
- Human Resources
- Marketing



Vivian LAI

Marketing, 2020 Graduate

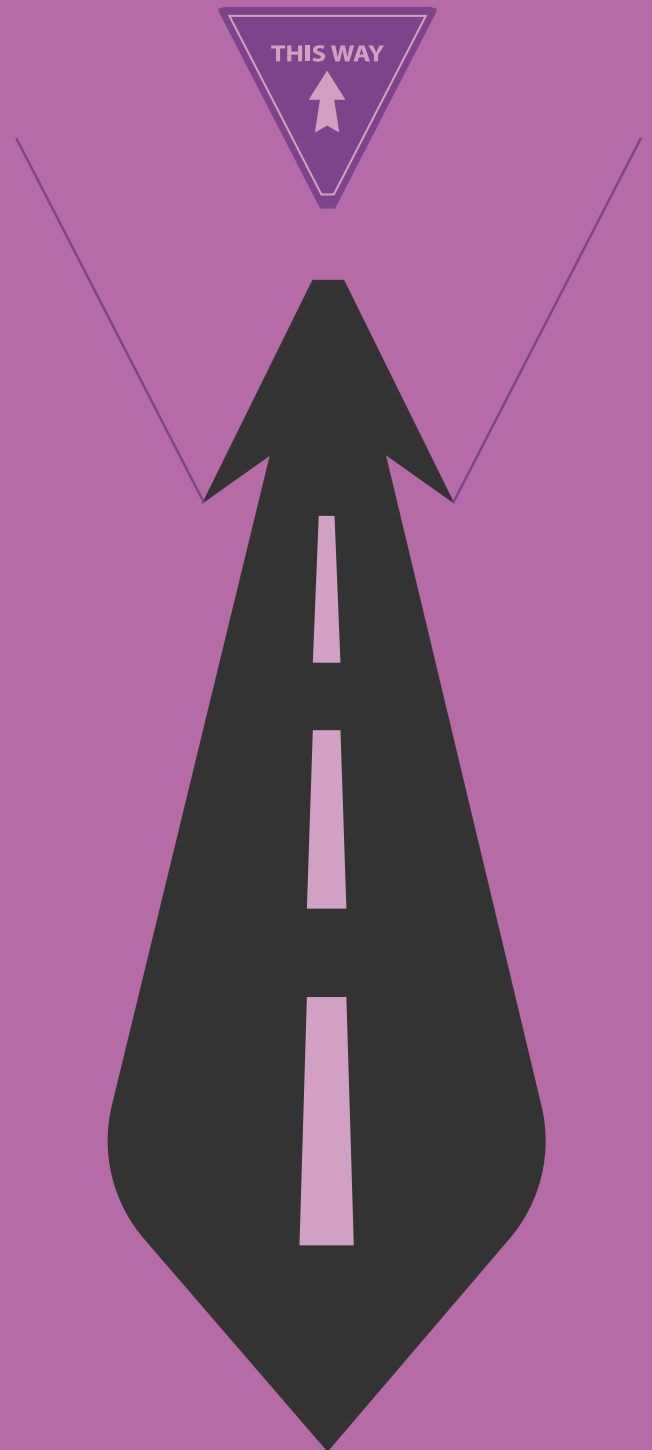
I am always grateful for the activities participated and teachings received in HKBU BBA. Such experiences equipped me to be a competent co-founder of a social enterprise.



Davis LEE

Finance, 2020 Graduate

I highly appreciate for the technical and practical training provided in lectures. Apart from lesson, I was always encouraged to equip myself for the ever-changing business industry by working as intern in local bank, and participating in business competitions.



Self e-Learning Opportunity

Nurturing Life-long Learners for a Fast-changing World

All BBA students are entitled a FREE license to access LinkedIn Learning, allowing them to take control of their learning journey. With a blend of our curriculum and online bite-sized courses, students are empowered to continuously upskill and align with the business needs.

LinkedIn Learning

**Graduation Requirement:
Minimum 40 hours in 4 Years**

- 1 20,000+ online courses featuring in-demand skills in the latest job market
- 2 An e-certificate shareable to your **LinkedIn** profile for potential employers' reference
- 3 Flexibility to choose your interested topics to learn anywhere, anytime

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Admission Scholarships for International Students (2024 entry)



Eligibility

- ✓ Candidates must meet HKBU minimum admission requirements.
- ✓ Demonstrate **excellent communication skills** and **great passion** in studying the HKBU BBA programme.
- ✓ International applicants (non-mainland) will be **automatically considered**. Shortlisted candidates will be invited for online interview.

Amount

HK\$210,000/ HK\$160,000 to applicants who:

- demonstrate **outstanding** performance in the admission interview.
- hold academic qualifications **significantly higher** than HKBU minimum requirement.

** The scholarship is renewable annually subject to satisfactory academic result.

HK\$40,000/ HK\$20,000 to applicants who:

- demonstrate **good** performance in the admission interview.
- hold good academic qualifications.

* The University & School of Business reserve the right to make final decision as to the list of recipients.

SCAN ME!



Extended round application until:
31 May 2024, 11:59 pm (HKT)