Welcome Message
Since our inception in 1956, we have had the privilege of helping thousands of students pursue their dreams of a business career. As one of the few schools accredited by the three most influential business school association globally, we are confident in saying that HKBU is the right school for those seeking to acquire the business skills needed to succeed in the 21st century.

The School offers a stimulating intellectual environment with plenty of flexibility with choices of concentration. Students can choose from a wide spectrum of business disciplines: Accounting, Applied Economics, Finance, Entrepreneurship, Human Resources Management, Information Systems and e-Business Management, and Marketing. One special feature is that students have the option to pursue a second concentration in order to meet your study interest and career prospects.

Embracing the University’s “whole person education” philosophy, we go beyond emphasizing academic rigor to offer a comprehensive experiential learning experience. Students can opt for overseas exchange with the School’s financial support, take up business-related internship or get involved with the Service Learning projects linked to local communities and NGOs. The School also organizes developmental workshops to equip students with the professional knowledge and skills needed to become all-round young executives.

Looking into 2016/17, we are committed to fine-tuning our programme further to reflect the dynamics of 21st century businesses. I encourage you to embark on this inspiring, exciting and interdisciplinary learning experience from here.

Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Message</td>
<td>P.2</td>
</tr>
<tr>
<td>Vision and Mission</td>
<td>P.3</td>
</tr>
<tr>
<td>International Recognition</td>
<td>P.4</td>
</tr>
<tr>
<td>About BBA Programme</td>
<td>P.5-6</td>
</tr>
<tr>
<td>Admission and Scholarships</td>
<td>P.7</td>
</tr>
<tr>
<td>Life in HKBU BBA</td>
<td>P.8</td>
</tr>
<tr>
<td>Reach Out to the World</td>
<td>P.9-10</td>
</tr>
<tr>
<td>Experience the Workplace</td>
<td>P.11</td>
</tr>
<tr>
<td>Learn Beyond the Classroom</td>
<td>P.12</td>
</tr>
<tr>
<td>Networking Activities</td>
<td>P.13</td>
</tr>
<tr>
<td>Awards and Achievements</td>
<td>P.14</td>
</tr>
<tr>
<td>Graduation Prospects</td>
<td>P.15</td>
</tr>
</tbody>
</table>
Vision and Mission

Our Vision
To be a leader in whole-person business education and a centre of excellence in business research in selected strategic areas, with a view to inspiring business practices, creative values for stakeholders, and enhancing social and economic growth and development.

Our Mission
Through internationally recognized business education programmes and research achievements, our School seeks to nurture visionary and ethical business leaders who make a difference to their organizations and industry, and to serve the evolving needs of Hong Kong, Mainland China and the global community.

Why BBA (Hons) Degree Programme at HKBU?

Salient features of our Programme:

- Focus on business ethics and corporate social responsibility
- Free selection of concentration
- International exposure
- Internship opportunities
- Double concentration
- Small class size
- Whole-person development
International Recognition

HKBU School of Business has achieved awards from the three largest and most influential business school accreditation associations:

**AACSB (2010)**
The Association to Advance Collegiate Schools of Business (AACSB)

**AMBA (2012)**
The Association of MBAs (AMBA)

**EQUIS (2013)**
The European Quality Improvement System (EQUIS)

HKBU School of Business is among 1% of the world’s business schools to be triple-accredited.

The AACSB Peer Review Team paid a visit to the School of Business, Hong Kong Baptist University in 2015.
About BBA Programme

- Launched in 1987, HKBU BBA (Hons) degree programme is one of the longest-established business programmes in Hong Kong. It exemplifies the school’s commitment to being at the forefront of current and future business practices, in that the programme equips students with the vision, skills, critical thinking and ethics necessary to succeed in today’s marketplace, and to work at the pace needed for a successful career.

- The BBA (Hons) programme is a carefully integrated combination of general education and business studies. Students are provided with a solid foundation in business and general subjects, while at the same time specializing in one of the seven areas: Accounting, Applied Economics, Finance, Entrepreneurship, Human Resources Management, Information Systems and e-Business Management, or Marketing according to their interests.

The Five Departments
The Seven Concentrations

BBA / ACCT (JS2110)
BBA (Hons) Accounting Concentration

BBA (JS2120)
BBA (Hons) includes 6 concentrations:

Concentration Assignment
For BBA (Hons) Programme (JUPAS Code: JS2120), students will take fundamental courses of various concentrations during the first year, so that they can get better understanding of their skills and interest before deciding the concentration.

After the end of Year 1 before Year 2 begins, students will be assigned to one of the six concentrations according to their choices:

- Applied Economics
- Finance
- Entrepreneurship
- Human Resources Management
- Information Systems and e-Business Management
- Marketing

Small Class Size
Average class size of BBA Programme is 40 students

Free Selection of Concentration
The School does not set any quota and will accommodate students’ choice of concentration*

*Except for Entrepreneurship Concentration
Admission

Entrance Requirement
For JUPAS applicants, the minimum admission requirements are

<table>
<thead>
<tr>
<th>Level 3</th>
<th>Level 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>· Chinese Language</td>
<td>· Mathematics</td>
</tr>
<tr>
<td>· English Language</td>
<td>· Liberal Studies</td>
</tr>
<tr>
<td></td>
<td>· 1 Elective Subject</td>
</tr>
<tr>
<td></td>
<td>(excluding Applied Learning subjects)</td>
</tr>
</tbody>
</table>

For non-JUPAS applicants, please refer to www.hkbu.edu.hk/ar.

Scholarships

Scholarships for International Exposure
Exchange Scholarships for Business Students: max HK$20,000
Metropolitan Attachment Programme (MAP) Matching Scholarships Scheme: max HK$16,000

School of Business Admission Scholarships
Scholarship of HK$42,100 or HK$84,200 (first year or first two years tuition fee) will be awarded to qualified Form 6 students admitted via JUPAS to HKBU BBA (Hons) Programme – BBA/ACCT or BBA as one of their Band A programme choices.

Scholarships for Extra-curricular Activities
Outstanding BBA Student Leader Scholarship
Champion Scholarship for Business Students
Competition Winning Students Award

Other Scholarships
The School of Business works with the business community and professional bodies to establish award schemes and scholarships which recognize students’ academic performance, non-academic achievements, and community service. Over 20 scholarships and awards schemes are available exclusively to BBA students.
# Life in HKBU BBA

## How a BBA Student Spend the 4-year University Life?

### Year 1 to explore
- explore personal abilities in **General Education courses**
- explore various concentrations in **Business Core courses**
- declare concentration in Semester 2

### Year 2 to develop
- develop business concepts and ideas in **Concentration Core courses**
- develop life skills by participating in workshops & extra-curricular activities
- pursue a second concentration to enhance the competitiveness

### Year 3 to experience
- experience the world by going exchange
- experience the workplace by joining internship programme

- engage in business open competitions to put theories learnt into practice
- further develop business concepts and ideas in **Business / Concentration Core Courses**

### Year 4 to graduate
- apply the concepts and ideas learnt into the **Honour Project**
- attend career workshops to enhance employability
- Graduation!
Reach Out to the World

The University and the School of Business signed over 170 exchange agreements with renowned universities worldwide.

Some of the exchange partners:

- University of Canberra, Australia
- Fudan University, China
- Shanghai Jiao Tong University, China
- University of Copenhagen, Denmark
- Groupe Sup de Co Montpellier Business School, France
- Ewha Womans University, South Korea
- National Tsing Hua University, Taiwan
- University of Leeds, United Kingdom
- University of Kent, United Kingdom
- Baylor University, the USA
- University of Florida, the USA

Exchange Facts

- 90% of BBA students are eligible to apply for exchange during their university careers
- Over 100 BBA students go for exchange studies in 2014/15
- The University supports outgoing exchange students with a sponsorship of up to HK$34,000 each.
  In addition, the School of Business offers scholarships of up to HK20,000 per student
- For 2013-14, 25% of our exchange students receive this maximum amount of scholarships, i.e. $54,000
It was an eye-opening experience to go exchange in Turkey. Koc University offered unique courses like Museology and Turkish. I have taken basic Turkish course during my exchange, it was not difficult to learn and was so practical in daily life. Unlike Hong Kong students, students there were eager to participate in class discussion.

I tried to learn more about Turkish culture during my exchange life. Other than visiting the museums and tourist places in Istanbul, I went to other cities with my classmates in weekends. It was an amazing experience to visit ancient relics and learn the traditional Turkish culture.

Going to exchange was one of the best memories in my university life. It was my first time to step out from the comfort zone. During the exchange, I learnt to be mature, independent and outgoing.

Exchange is an opportunity for me to learn foreign culture, and to get deeper understanding of Hong Kong’s culture. Before going to Germany, I never thought of the identity of being a HongKonger. However, through continuous introduction of myself and Hong Kong during the exchange period, I started to rethink about the uniqueness of my hometown. I even introduced local foods like dumplings, red bean soup and egg tarts to my German classmates!

The exchange to Korean was meaningful and unforgettable. I made friends with local Korean and other exchange students, which widened my social network and improved my communication skill.

Apart from the campus life, I met a nice buddy from the host university. She was responsible to take care of me during my days in Korea. On the last night in Korea, she invited me and other exchange students to her home and cooked a delicious meal. This marked a precious ending to my exchange life.

Carroll University is in a small town called Waukesha near Chicago. The local citizens formed an international group to invite exchange students to visit their home monthly. I was surprised by their careful preparation of food and presents to soothe our homesickness.

I joined an “International Christmas Housing Programme” at the end of semester. This programme provided an opportunity to stay with local family during Christmas for two weeks. My host family treated me as a family member and this was the most precious time in my exchange period.
Experience the Workplace

Overseas Internships
The University’s Metropolitan Attachment Programme and Global Attachment Programme allow students to gain work experience in large cities in Australia, Canada, China, Germany, Singapore, the USA or the UK during the summer. Every year, around 100 BBA students join these programmes with scholarship support of up to HK$16,000.

Miko Tse (Marketing, 2014 graduate)
Internship in Nerf Creative Pte Ltd., Singapore

The dream of working abroad came true when I got an internship offer in Nerf Creative Pte Ltd, a creative agency in Singapore. During the internship, I learnt to implement individual projects and functions as a leading contributor, which further enhanced my English writing and communication skills. The internship experience was more than I could have expected.

Mary Cheng (Finance, Year 3)
Internship in the Mount Sinai Hospital, Toronto, Canada

The internship in the Finance Department of Mount Sinai Hospital was wonderful. I met colleagues whose nationalities vary from local Canadian to Asian or even African. In this multi-national work environment, communication was important. We communicated a lot when handing a task to ensure everything was on track, which was quite different from the work culture in Hong Kong.

Local Internships
The local internship opportunities offered by the University and the School of Business give students hands-on experience in various field. The School offers credit bearing internship courses which allows students to gain academic credits at the same time.

Felix Tang (Accounting, Year 3)
Internship in Shinewing (HK) CPA Limited

The internship opportunity in Shinewing (HK), a sizable CPA firm, smoothed my future career path. Working in the real field enabled me to utilize accounting theories learnt in lectures. I got better understanding of the industry as well as myself, which made my dream of being a certified accountant clearer and closer.

60% of BBA students have participated in 1 to 3 local / overseas internship programmes during their university careers.
Learn Beyond the Classroom

Student Ambassador Scheme
A group of elite BBA students are recruited as student ambassadors every year. They receive special training in presentation skills, masters-of-ceremonies skills and business etiquette.

The School of Business Student Ambassador Scheme has always been my best choice to explore myself. All the sophisticated trainings helped me to realize my full potential. It equipped me with business etiquette and professional communication skill that bridged me to be the MC in University’s important functions.

Ariel Kwan
(Global and China Business, Year 3)
School of Business Student Ambassador

Service Learning Programme
The service learning programme allows students to involve in community service by applying business knowledge in daily operations. Scholarships are also available for undertaking service trips to areas such as Guizhou, Nanjing and Sichuan.

Young Executives Development Scheme (YEDS)
The School of Business strives to cultivate the leadership potential of BBA students and train them to be all-round, values-conscious business graduates through the unique Young Executives Development Scheme (YEDS).

Every year, around half of the BBA students enriched their university life by participating in these workshops.
Networking Activities

Mentorship
Each BBA student will be assigned an Academic Mentor in the 1st Semester of Year 1. The mentor will meet with student regularly to provide a friendly and supportive environment to him/her throughout the study at HKBU.

The School of Business Alumni Mentoring Programme gives students direct access to up-to-date workplace information and contacts with alumni who are already in senior positions.

The University’s Career Mentorship Programme offers valuable advice to prepare students for future careers.

Academic Advising
An Academic Advisor will be assigned for each concentration. They are here to:

i. support students and provide professional advice to them on academic matters
ii. facilitate students to develop learning and personal goals in the university studies
iii. provide guidance to Year 1 students who are interested to study his/her concentration
iv. provide information on relevant courses such as study schedule and course selection

A-Team
The A-Team of the School consists of a group of recent graduates from different parts of the world who are native English speakers. A-team members organize fun and interactive activities in English for students, which include: speech-making training through Toastmasters Club, debate forums, public speaking contests, resume writing and job interview workshops, etc. Through participating in these activities and interacting with A-team members, students will gain confidence in communicating in English.
Awards and Achievements

The School of Business has long dedicated efforts and resources in supporting students to gain practical knowledge and enrich exposure by joining international and inter-varsity competitions and conferences. Teaching faculty also act as advisors to help students with the presentation and essay-writing skills necessary to do well in these various challenges. The School encourages students to participate in esteemed international events by offering financial sponsorship.

Our BBA student team is known to be one of the most competitive among sister institutions as demonstrated by their stunning winning records in recent years:

**Bronze Award, IIBD Case Competition 2013**

**1st Runner-Up, CFA Institute Research Challenge 2013-14**

**2nd Runner-Up & Best Presenter Award, KPMG Business Administration Paper 2013**

**2nd Runner-Up & The Award of Best Budgeting, ACCA Hong Kong Business Competition 2013**

**The School offers scholarship / award up to $6,000 to students who achieved outstanding ranking in open competitions.**

In Academic Year 2013/14, 16 students made outstanding performance in various competitions and received scholarship / award offered by the School.
Graduation Prospects

BBA graduates have been preferred by employers of various industries. Companies recruiting HKBU BBA graduates including:

- Citibank
- Ocean Park
- HSBC
- KPMG
- Shun Hing Group
- Samsung

The Five-year average employment rate (2009-2013) is 95.1%. The average salary of recent BBA fresh graduate is around $12,900.

In 2013, 93.5% of our graduates found full-time jobs 6 months after graduation.

I am thankful for the resources and opportunities HKBU given me in my university life. Professors put a lot of efforts in nurturing us to become all rounded young adults. What I have experienced had definitely helped me in my career and personal development.

**Eunice Leung**  
(Human Resources Management, 2006 Graduate)  
Assistant Manager—Human Resources, Jardine Cycle and Carriage Ltd (Singapore)

HKBU BBA programme is preparation more than a career in business. The course design had strengthened me to grow independently so that I could make contributions to the University and society. HKBU BBA provided me not only knowledge, but also critical thinking and effective communication skill, which make my dream of setting up a business comes true.

**John Cheung**  
(Finance, 2015 Graduate) Co-Founder, Accompany

Every year, around 5% of the BBA graduates choose to pursue further studies in local institutions or overseas.

The BBA Programme strives to strike a balance between theory and application. Professors always incorporated real-life examples to lectures, not just only based on textbooks. These courses changed my perception on economics and developed my critical thinking. Prof. Woo (right in the photo) even provided advice on school selection for my master degree!

**Kim Xie**  
(Applied Economics, 2014 Graduate)  
Pursue master degree in Imperial College London

The BBA Programme had given me a competitive edge to transform myself and prepare my career by strengthening my academic skills, expanding my global experience, and providing instructions rooted in practice. The coursework design is both rigorous and flexible enough so that I could tailor my learning to fit my career goal.

**Li Qingran**  
(Applied Economics, 2013 Graduate)  
Pursue master degree in Management Science and Engineering, Stanford University