

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

UGC-funded 4-Year Degree Programme



School of Business At a Glance

School of
BUSINESS
工商管理學院



At HKBU Bachelor of Business Administration (Hons) Programme, we believe in empowering students to redefine themselves and pursue their passions. Our comprehensive **4-year integrated business curriculum**, infused with essential IT and AI knowledge provides students with the flexibility to explore various opportunities, design their own unique learning paths, and ultimately achieve their career aspirations, all with our unwavering support and guidance.

With a wide range of **8 concentrations** to choose from, we cater to diverse employment markets. Our future-focused curriculum prepares graduates for the digital economy with the vision and skills necessary to excel in their chosen fields.

25,000+

alumni

1,800+

undergraduates

HK\$ 2.2M

is committed yearly by the
School to support student's
overseas activities

260+

international exchange
partners from
~45 countries/ regions

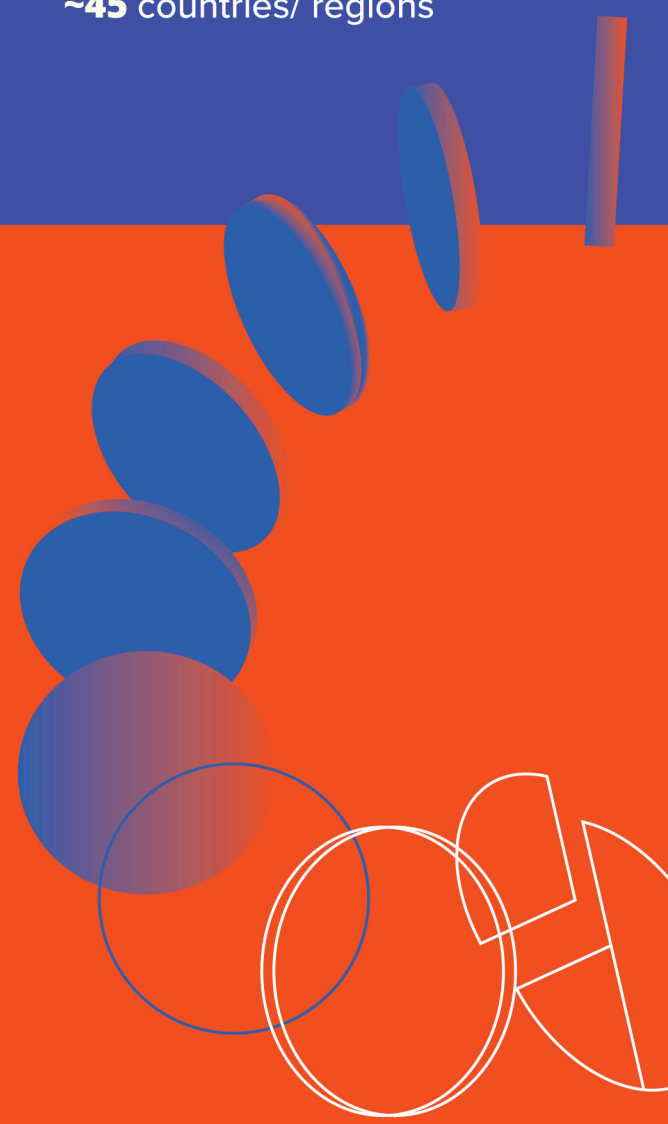
2+2 DEGREE

Programmes in business with:

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

ONE OF THE 1 %

of business schools worldwide with
triple-crown recognitions



One Programme

Eight Concentrations

100% Honour your Choice!



● Accounting

● Economics and
Data Analytics

● Finance

● Wealth and Asset
Management

NEW

● Human Resources
Management

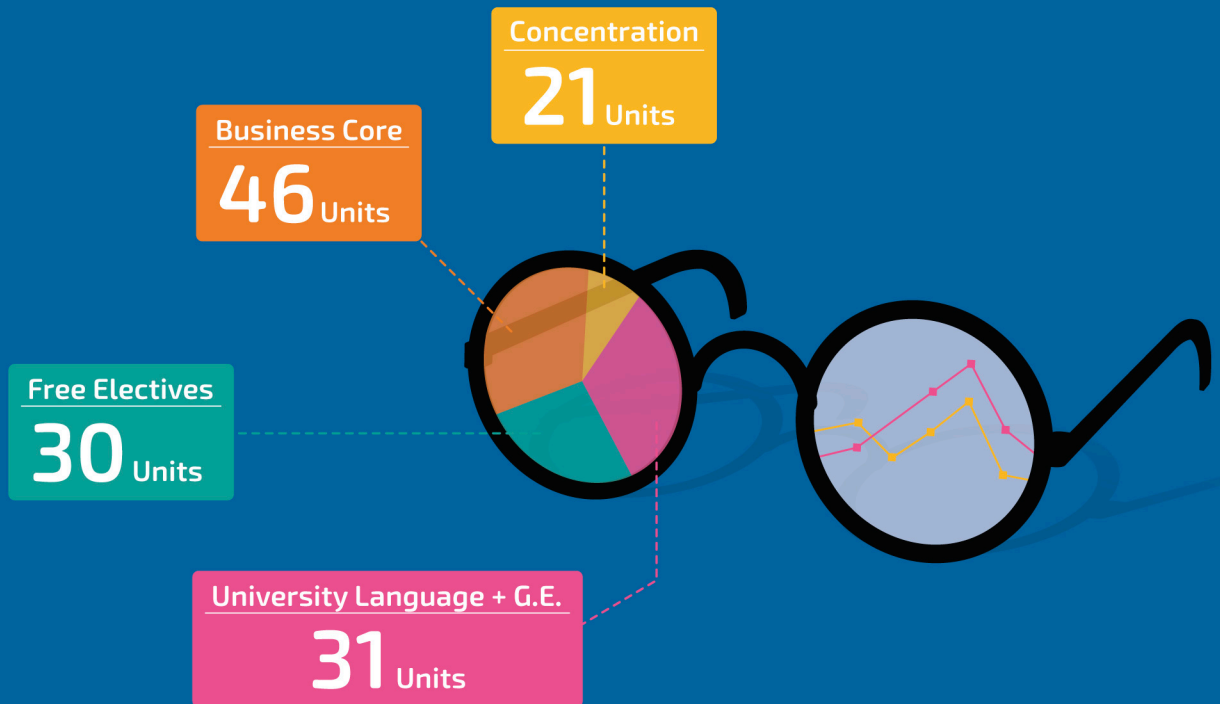
● Information Systems and
Business Intelligence

● 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

Interdisciplinary Concentration

Integration of business knowledge and technology:

- 1 FinTech
- 2 MarTech

Transdisciplinary Concentration

Co-offered by the School of Business and the Faculty of Arts and Social Sciences to all UGC-funded HKBU students from AY 2024/25

- 1 Social Data Analytics and Management
- 2 Social Marketing and Entrepreneurship

Transdisciplinary Second Majors/ Second Majors

A new option to mix and match with BBA First Major to develop transdisciplinary knowledge and problem-solving skills.



Scan for
more details



Student Enrichment

We understand new environments can be intimidating. HKBU School of Business is here to support your well-being and enrich your campus life.

Academic Advising

Each student will be assigned a faculty member as Mentor in Year 1 and each concentration has appointed an academic advisor to provide advising related to the concentration from students' Year 2 studies. Students are welcome to ask for advice on personal, social and/or other problems which may arise.



Mentorship Programme

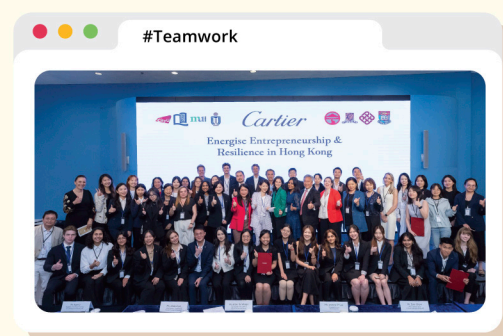
Launching in 2024, the Business Mentorship Programme pairs students with seasoned mentors from a wide array of industries. Its core purpose is to promote holistic growth by bridging academic theory with real-world practice, offering students invaluable professional and personal insights.



The School of Business is committed to nurturing future leaders with professional business knowledge and all-round competence.

Business Competition

Our School is dedicated to developing future leaders with strong professional knowledge and well-rounded competencies. Our students have consistently shone in various regional and international competitions, demonstrating their exceptional talent. We actively support students seeking hands-on experience through business case competitions by providing dedicated coaching and mentorship. Furthermore, outstanding performance in these competitions is recognized and have the opportunities to attain special scholarships and awards.



Entrepreneurial Education

The Entrepreneurship and Innovation Centre (EIC) supports the School's entrepreneurship education by offering seminars, workshops and related activities to encourage, cultivate, and nurture the entrepreneurial culture and atmosphere among students. BBA students can leverage these resources to gain practical experience, develop essential business acumen, and connect with a community of peers and industry leaders to launch and grow their own ventures.



Double Degree Programmes in Business



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

English as Medium

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

Personal & Career Development

Expand your global network & enhance
your job prospects

Push the Limits to Maximize your Learning

Immerse into a foreign culture and interact with local people for a unique life experience

Opportunity to deepen learning experience and
gain **2** Degrees in **4** Years

n|w University of Applied Sciences and
Arts Northwestern Switzerland

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

NEOMA
BUSINESS SCHOOL

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 32nd place in Europe (Financial Times-European Business School, 2024)



Overseas Exchange

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

Student Sharing

LAI Ching Ting | Marketing



I have happily immersed in a new culture and make lifelong connections. This experience taught me invaluable life lessons and broadened my horizons in numerous ways by enhancing intercultural communication skills with people of diverse background.

YUEN Ka Wai | Information Systems and Business Intelligence



I gained comprehensive insights about luxury brand management on my exchange. I was about to explore marketing strategies of luxury brands and fashion sustainability. Besides, I visited the Yves Saint Laurent Museum and the Dior Museum with my French classmates and professors. It was also a great experience to practise English and be independent.

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*+
HKBU Exchange Scholarship

HK\$40,000 MAX

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



Service Learning Programme

SDGs-related Activity

We emphasize on cross-sector partnerships and a transdisciplinary approach to ethical and sustainable business. The School has collaborated with social enterprises and the Centre of Sustainable Development Studies to enhance the learning experience via interactions with the community.

Transfer Business Knowledge to Make an Impact to the Society

~2,500 BBA students have served and learned in ~140 NGOs/NPOs in Chinese Mainland and Hong Kong, China.



Apply Business Knowledge



Leading to a better community ❤️



We have served...

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

School of Business Student Ambassador Scheme

Amplify your skills through practising in University & School events



Ryan Lam

Finance, Year 4

I find the leadership training camp instrumental in helping me to develop essential leadership and professional skills. It has also provided valuable networking opportunities with peers, enhancing my overall experience as a Student Ambassador of the School of Business.



Cynthia Sudarpo

Economics and Data Analytics, Year 3

Being a Student Ambassador has improved my skills outside classroom. The MC training workshop has boosted my expertise for a better stage presence. This Scheme is a great way for students to engage in co-curricular activities that enhance university life.

Promising Career Prospects

Nurture you into Future Business Leaders

The School believes students do not only learn in classrooms, but through hands-on experiences in real setting. To navigate success according to personal goals, the BBA Programme is glad to be your career planning partner.

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

Internship

Over 60% BBA students have participated in 1 to 3 local/ overseas internship programmes to get ready for career before graduation.

Current Student

Imane Malki

ISBI Concentration

Cyber Security Intern,
Deloitte Advisory (HK) Ltd.



Current Student

Kylie Shen

MKT Concentration

Visual Merchandising,
Cartier, Richemont



Current Student

Tang Jiayue

ACCT Concentration

KPMG Huazhen LLP,
Nanjing Office

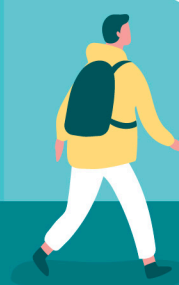


Current Student

Capper Lee

FINE Concentration

Digital Banking Intern,
HASE Digital Banking



Successful Path of Recent Graduates

BBA young alumni excel their professional knowledge to achieve individual goal and drive transformation for a better community in Hong Kong and around the globe.



Khun Lar Bway

2024 Graduate: Marketing

Co-Founder, Taungthutada
TTTD – Farmers' Bridge



2023 Graduate:
Accounting

Analyst, J. P. Morgan



Thein Aung Myo

2024 Graduate: Economics
and Data Analytics

Co-Founder,
EduShare Myanmar



Leslie Lu

Max Ma

2022 Graduate:
Information Systems &
e-Business Management

Senior Consultant,
IBM



2022 Graduate:
Accounting

Private Wealth
Management Analyst,
Goldman Sachs

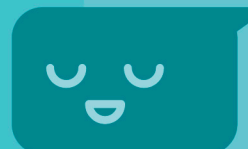
Boey Sze



Yumi So

2023 Graduate: Finance

Premier Relationship Manager,
HSBC Head Office



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

- 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

BBA Student Exclusive e-Learning Award Schemes

- 1 Monthly Engagement: Share e-Learning experience for a chance to receive HK\$250 gift card
- 2 Annual Leading Learner: Students with most outstanding e-Learning achievement may receive up to HK\$3,000

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

Alua Abdraim

Finance, Year 2



LinkedIn Learning has greatly contributed to my personal and professional development. As a business student, I have benefited from exploring subjects beyond my university curriculum, such as **Python** and **Blockchain**, which have equipped me with valuable technical skills for the evolving financial sector. The platform's flexibility and clear, practical lessons make it an excellent resource for **self-driven learning**. This experience has reinforced the importance of lifelong learning in adapting to ongoing changes within finance and technology, allowing me to cultivate a **growth mindset** and prepare for future career success.



Admission Requirements

for Outstanding Local Students

(2026 entry)

In order to be considered for admission to the School of Business, applicants are required to achieve the minimum requirement for 3 core subjects (English Language, Chinese Language and Mathematics) + 2 elective subjects in one sitting, and Level "Attained" in Citizenship and Social Development.

Minimum Admission Requirements

SUBJECT	ENGLISH	CHINESE	MATHEMATICS	CITIZENSHIP AND SOCIAL DEVELOPMENT	TWO ELECTIVE SUBJECTS
MINIMUM GRADE	3	3	2	Attained	3
SUBJECT WEIGHTING	x1.5	x1	x1	N/A	x1

Selection Interview

JUPAS applicants who rank the following programme(s) on Band A will receive an invitation for a group interview **in late-June**.

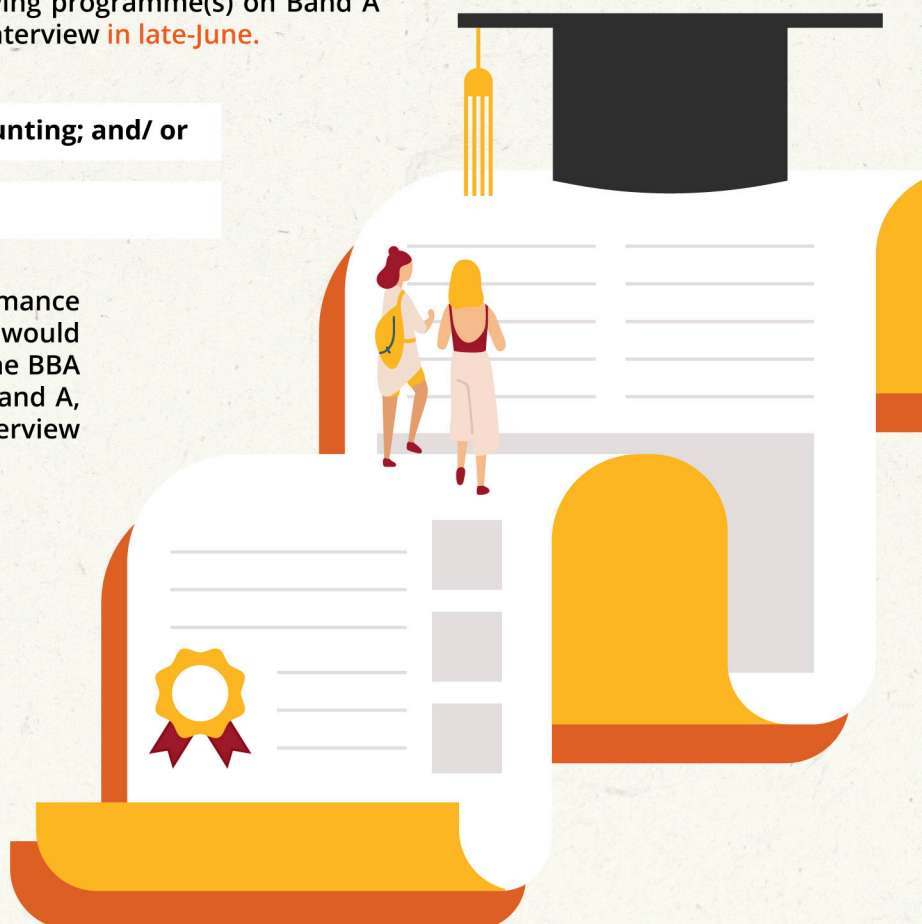
JS2110

BBA (Hons) - Accounting; and/ or

JS2120

BBA (Hons)

Applicants with outstanding performance will be given bonus scores, which would affect the admission opportunity. If the BBA programme(s) is/are removed from Band A, the bonus score earned from the interview will be forfeited.



Admission Scholarships for Outstanding Local Students (2026 entry)

U-level Scholarship

For JUPAS entrants, students will be awarded a one-off full-tuition or half-tuition scholarship if they are able to attain one of the following requirements:

Full-tuition Scholarship

HK\$ 47,000

- a. an aggregate HKDSE score of 28 or above from the best 5 subjects under Category A; or
- b. an aggregate HKDSE score of 27 from the best 5 subjects under Category A, PLUS Level 5** in one Category A subject.

Half-tuition Scholarship

HK\$ 23,500

- a. an aggregate HKDSE score of 27 from the best 5 subjects under Category A; or
- b. an aggregate HKDSE score of 26 from the best 5 subjects under Category A, PLUS Level 5** in one Category A subject.

Awards for Subject Excellence

HK\$ 30,000

HK\$ 15,000

- a. JUPAS entrants with Level 5** in two subjects under Category A will be awarded a one-off HK\$30,000.
- b. JUPAS entrants with Level 5** in one subject under Category A will be awarded a one-off HK\$15,000.

Prog-level Scholarship

The School of Business does not set any quota for offering admission scholarship to outstanding local students.

Tuition fee waiver

HK\$ 188,000_{MAX}

+

Global Experience Scholarship

HK\$ 100,000_{MAX}

=

HK\$ 288,000_{MAX}

Remarks:

Qualified students will be automatically considered.

The School reserves the rights to make final decision as to the list of recipients.

Tuition fee is subject to adjustment proposed by the government

Contact Us

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