



BACHELOR OF BUSINESS ADMINISTRATION (HONS)

UGC-funded 4-Year Degree Programme



SCHOOL OF BUSINESS AT A GLANCE



Founded in 1956, HKBU School of Business is the 1% of business schools worldwide with **Triple Crown Accreditation**.



At HKBU Bachelor of Business Administration (Hons) Programme, we believe in empowering you to redefine yourself and pursue your passions. Our comprehensive four-year integrated business curriculum gives you the flexibility to design your own unique learning path and achieve your career aspirations, all with our unwavering support and guidance.

With eight concentrations to choose from, you can tailor your studies to your interests and career goals while gaining the knowledge and skills needed to excel in a dynamic and diverse employment market.



25,000+

alumni



1,800+

undergraduates

HK\$2.2M

is committed yearly by the
School to support students'
overseas activities



260+

international exchange
partners from
~45 countries/ regions



2+2 Degree

Programme in Business with:

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

1%

of business schools
worldwide with
triple crown accreditation



1
PROGRAMME

8
CONCENTRATIONS

100%
**HONOUR
YOUR CHOICE!**

JS2110	JS2120		
Bachelor of Business Administration (Hons) - Accounting	Bachelor of Business Administration (Hons)		
Accounting	AI for Business	Economics & Data Analytics	Finance
			
	Human Resources Management	Marketing	Strategic Retail Management & Innovation
			
	Wealth & Asset Management (New)		
			





PERSONALIZED CURRICULUM

to Fit Your Aspirations

Various graduation options to suit your career paths and academic interests

Business Core

46 Units

University Language + G.E.

31 Units

Free Electives

30 Units

Concentration

21 Units

Double Concentration

- An additional graduation option by studying **7** required courses of the 2nd concentration.
- Over **20%** students graduate with **2 concentrations**.

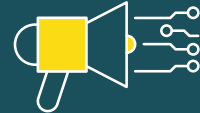
Interdisciplinary Concentration

Integration of business knowledge and technology:

FinTech



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:



Social Data Analytics and Management



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.

Cultural Industry Management

Digital Entertainment

Green Technology and Sustainability Management

Creative Industry Management

Interactive Media Publishing

Applied AI for Sustainable Society

Entrepreneurship and Innovation Management*

* Offered by the School of Business

DOUBLE DEGREE PROGRAMMES IN BUSINESS

PUSH THE LIMIT TO MAXIMIZE YOUR LEARNING

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

2 DEGREES IN 4 YEARS

Pay **HKBU tuition fee** plus scholarship provided



n|w



INTERNSHIP OPPORTUNITY

Gain **overseas internship experience**

ENGLISH AS MEDIUM

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



NEOMA
BUSINESS SCHOOL

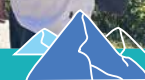


PERSONAL AND CAREER DEVELOPMENT

Expand your global network and enhance your career prospects



STUDENT SHARING



Yuki Huang, Finance

SWITZERLAND

Living in Switzerland has been an **incredible experience**. I've met amazing classmates, and the lectures have been excellent. I have gained valuable insights that have allowed me to **view things from different perspectives**. This experience has helped me **discover my potential**, pursue my passions, and cherish what truly matters to me.

Toby Chow, Finance

Studying at NEOMA has been a wonderful journey, both academically and personally. Over the past two semesters, I have experienced a **completely different learning environment** and met friends from **diverse cultural and academic backgrounds**. Beyond the classroom, living independently was a challenge that reshaped me in many ways. These experiences have **broadened my horizons** and made me more confident and independent.



FRANCE

University of Applied Sciences and Arts Northwestern Switzerland, Switzerland



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

NEOMA Business School, France



- 1% business schools with triple crown accreditation
- Ranked in 32nd place in Europe (Financial Times-European Business School, 2024)

OVERSEAS EXCHANGE

The School of Business is dedicated to helping you gain global exposure through a wealth of overseas learning opportunities and comprehensive support.

The School committed

HK\$2.2M

annually to encourage you to unleash your potential in another environment!



You can choose to spend a semester, a summer or even an academic year in an overseas university to immerse in a foreign culture and lifestyle!

Student Sharing

Leung Pik Yan, Finance

I had a wonderful experience in Canada, and I am truly grateful for everything I experienced there and the people I met. There were plenty of unforgettable moments during my time there. After finishing my journey in Canada, I would strongly encourage all students to join an exchange programme.



Lui Tsz Yung, Human Resources Management

Through daily interactions with Japanese students, teachers, and international friends, I became more confident in speaking Japanese in real-life situations. I also learned many natural expressions and gained a better understanding of Japanese communication styles. The programme also deepened my understanding of Japanese culture and society.

FINANCIAL SUPPORT



School of Business Global Experience Support Scheme* +
HKBU Exchange Sponsorship up to

HK\$40,000

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



SERVICE LEARNING AND SOCIAL IMPACT

SDGs-related Activity

We emphasize 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 on Society

Our School strives to engage service and learning experience in Hong Kong and the Chinese Mainland. ~2500 BBA students served and learned in 140 NGOs/NPOs.

RESEARCH IMPACT:
BEYOND CITATIONS

AACSB
GLOBAL IMPACT
AWARDS
2026



We have
served...

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

SELF E-LEARNING OPPORTUNITY

NURTURING LIFE-LONG LEARNERS FOR A FAST-CHANGING WORLD

All BBA students are entitled to a free LinkedIn Learning licence, giving you the flexibility to take control of your own learning journey. With a blend of our curriculum and online bite-sized courses, you 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

Monthly Engagement
Share e-Learning experience to receive engagement rewards

Annual Leading Learner
Student with the most outstanding e-Learning achievement may receive awards of up to HK\$3,000

LinkedIn Learning enables me to learn more about data analysis and communication, equipping me with technical proficiency and interpersonal skills.

GRADUATION REQUIREMENT

Minimum

 **40 hours** in

 **4 Years**



Alua Abdraim

Engagement Award:
December 2024 Recipient
Finance, Year 3

STUDENT AMBASSADOR SCHEME



Amplify Your Leadership Skills



MENTORSHIP

Gain professional insights and connect with industry leaders

MC TRAINING

Get trained and become one of our event MCs



LEADERSHIP CAMP

Develop leadership skills in a fun and engaging overnight camp



As a Student Ambassador for the School of Business, I've had the opportunity to hone my skills for a professional setting. One of which is **public speaking**. We had an MC workshop where we learnt about a charismatic manner of speaking and **displaying confidence**. Since then, I've had the honor of being MC for many BBA events! I'm very grateful for the programme and all of the friends I've met because of it!



Muhammad Moiz

Accounting, Year 3



Bautista Ocean

Marketing, Year 3

Joining the Student Ambassador Scheme has honestly been the best part of my BBA experience. Having a mentor gave me such great **career direction**, and the training camp was super fun for making close friends. Between the campus hangouts and learning how to host at the MC workshop, I've grown way more confident. It's just an awesome community all around!

PROMISING CAREER PROSPECTS

NURTURE YOU INTO FUTURE BUSINESS LEADERS

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



CAREER AND ALUMNI ENGAGEMENT SECTION

The School's Career and Alumni Engagement Section helps you build career readiness through coaching, AI tools, industry-recognized certifications, alumni engagement and networking opportunities.

INTERNSHIP



Wigan Yau

Summer Intern, HSBC



Imane Malki

Summer Analyst Intern,
JPMorgan Chase & Co.
Cyber Security Intern, Deloitte
Advisory (HK) Ltd.



Georgia Leung

Summer In-boutique
Internship, Cartier



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

SUCCESSFUL PATH OF RECENT GRADUATES

BBA young alumni excel their professional knowledge to achieve goals and drive transformation for a better community around the globe.



Justin Ching

2026 Graduate:
Finance

*Management Trainee,
The Hong Kong Jockey Club*



Violet Chung

2022 Graduate:
Marketing

*Group Strategic Marketing
& Communications Analyst,
DBS Bank*



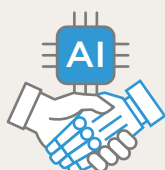
Aung Myo Thein

2024 Graduate:
Economics and Data Analytics
*Audit Associate
(Financial Services), KPMG*



Max Ma

2022 Graduate:
**Information Systems &
e-Business Management**
Senior Consultant, IBM



Angie Or

2024 Graduate:
Accounting
Vice President, HSBC



Queenie Hui

2026 Graduate:
**Strategic Retail Management
and Innovation**
*Management Trainee,
Hang Lung Properties*



ENTREPRENEURIAL EDUCATION AND HANDS-ON INVESTMENT EXPERIENCE

The Entrepreneurship and Innovation Centre 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.



You can leverage these resources to gain **practical experience**, develop essential business acumen, and connect with a community of peers and industry leaders to turn your ideas into ventures.



The HKBU Fund Management Committee, HK\$1.5M student-run fund with real market exposure supported by **CFA Society Hong Kong** and **Hong Kong Securities and Investment Institute**



ADMISSION SCHOLARSHIPS FOR OUTSTANDING LOCAL STUDENTS (2027 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) and 2 elective subjects in one sitting, and Level “Attained” in Citizenship and Social Development.

JUPAS Minimum Admission Requirements

SUBJECTS	ENGLISH LANGUAGE	CHINESE LANGUAGE	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.

Non-JUPAS Minimum Admission Requirements

We adopt a holistic approach in selecting applicants on individual merits. Applicants are required to meet:

- The university entrance requirements (using international curricula or regional /national curricula);
- The English language requirements; and,
- If any, the programme entrance requirements.

For Non-JUPAS and international students, check the details such as application timeline and scholarships on our **Admission Office Website:**



ADMISSION SCHOLARSHIPS FOR OUTSTANDING LOCAL STUDENTS (2027 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\$ \$49,500

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\$ 24,750

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.

* Please visit our website for the latest scholarship information.

Programme-level Scholarship

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

HK\$ 198,000 MAX

Tuition Fee Waiver

+ HK\$ 100,000 MAX

Global Experience Scholarship

HK\$ 298,000 MAX

Total

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



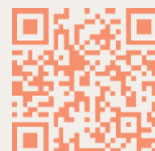
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香港浸會大學BBA

BBA Programme Office
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