



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS



Department of
Management



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
OF
AMBA
ACCREDITED

BBA (Hons) Strategic Retail Management & Innovation

Admission Talk

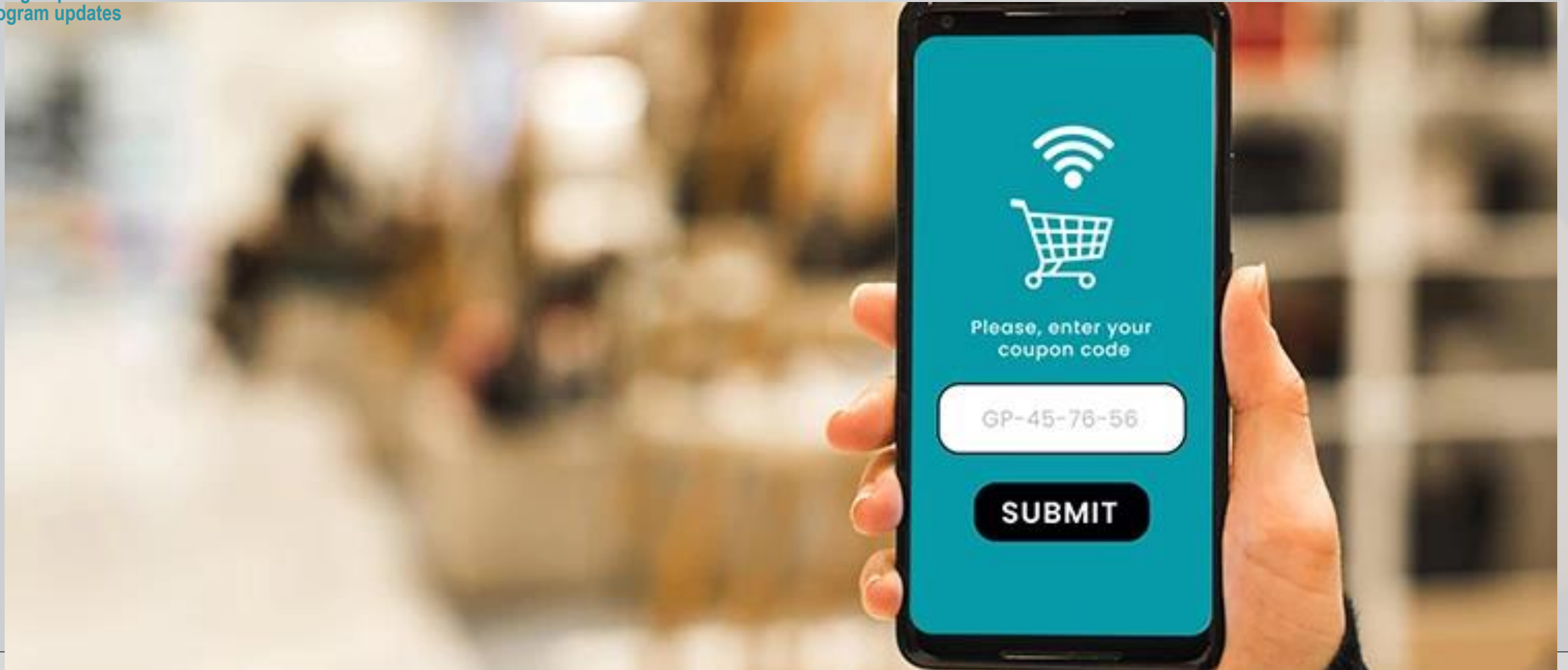


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The future of retailing...





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Program Structure (Senior Year Entry)

Total Units: 128

University Core Courses (13 units)

University English I & II
University Chinese
Healthy Lifestyle
The Art of Persuasion

General Education (18 units)

History and Civilization
Values and the Meaning of Life
Quantitative Reasoning
Interdisciplinary Thematic Courses
GE Capstone

Concentration Required Courses (12 units)

Strategic Retail Operation Management
Services Marketing
Smart Retailing
Seminar in Creative Retailing

Concentration Elective Courses (9 units)

Free Elective Courses (30 units)

BBA Core Courses (46 units)

Principles of Accounting I
Principles of Accounting II
Business Research Methods
Organisational Behaviour
Entrepreneurship and Innovative Thinking
Data Analytics for Business Decision Making
Business Communications
Business Ethics and Corporate Social Responsibility
BBA Project
Strategic Management
Principles of Economics I
Principles of Economics II
Financial Management
Management Information Systems
Principles of Law
Marketing Management

Some of the credit
units are expected to
be transferred from the
AD/HD qualifications.



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Program Structure (Senior Year Entry)

Year 3 (33 units)

Core Courses (9 units)

- Data Analytics for Business Decision Making
- Business Ethics and Corporate Social Responsibility
- Business Communications

Concentration Required Courses (9 units)

- Strategic Retail Operation Management
- Smart Retailing
- Services Marketing

Concentration Elective Courses (6 units)

G.E. Level 2 – Interdisciplinary Thematic Courses (3 units)

G.E. Level 3 – Capstone /Free Elective Courses (6 units)

Year 4 (27 units)

Core Courses (6 units)

- BBA Project
- Strategic Management

Concentration Required Courses (3 units)

- Seminar in Creative Retailing

Concentration Elective Courses (3 units)

G.E. Level 3 – Capstone /Free Elective Courses (15 units)



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Program Structure (Senior Year Entry)

Year 1 & 2 (68 units)

- Principles of Accounting I
- Principles of Accounting II
- Principles of Economics I
- Principles of Economics II
- Financial Management
- Organizational Behavior
- Entrepreneurship and Innovative Thinking
- Management Information Systems
- Marketing Management
- Business Research Methods
- Principles of Law
- University Core – University Chinese
- University Core – University English
- University Core – Healthy Lifestyle
- University Core – The Art of Persuasion
- G.E. Level 1 – Values and the Meaning of Life
- G.E. Level 1 – History and Civilization
- G.E. Level 1 – Quantitative Reasoning
- G.E. Level 2 – Interdisciplinary Thematic Courses

***Unit of study required for the senior year entry is
subjected to the fulfilment of these courses**



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Program Distinctive Features



The Only **UGC-funded** Retail
Management Bachelor Degree
Program in Hong Kong



Aim at Grooming **Business
Leaders** and **Top Talents** in the
Retail Sector



Dual Emphasis on
Theory and **Practice**



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Program Distinctive Features



Seminars Delivered
by **Senior Executives**



Job Shadowing
with Senior Executives



Network Development
with the Professionals
in the Retail sector



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What kind of students we are looking for





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Admission Procedure

APPLY NOW



Sub-degree final year students / holders in any related disciplines are welcome to apply the program via non-JUPAS system



Extended Round Non-JUPAS Deadline:
May 31, 2022



Submit all the **supporting documents** (e.g. updated transcript and IELTS result)



Shortlisted applicants will be invited to a **Zoom interview**
First round interview:
mid/late Feb



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Interview Information



Discussion in a **group** of
3 to 5 applicants
(about 10 mins)



Individual interview with the
selection panel
(about 5 mins)



Personality and **passion** are
two important selection
criteria

Q&A

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