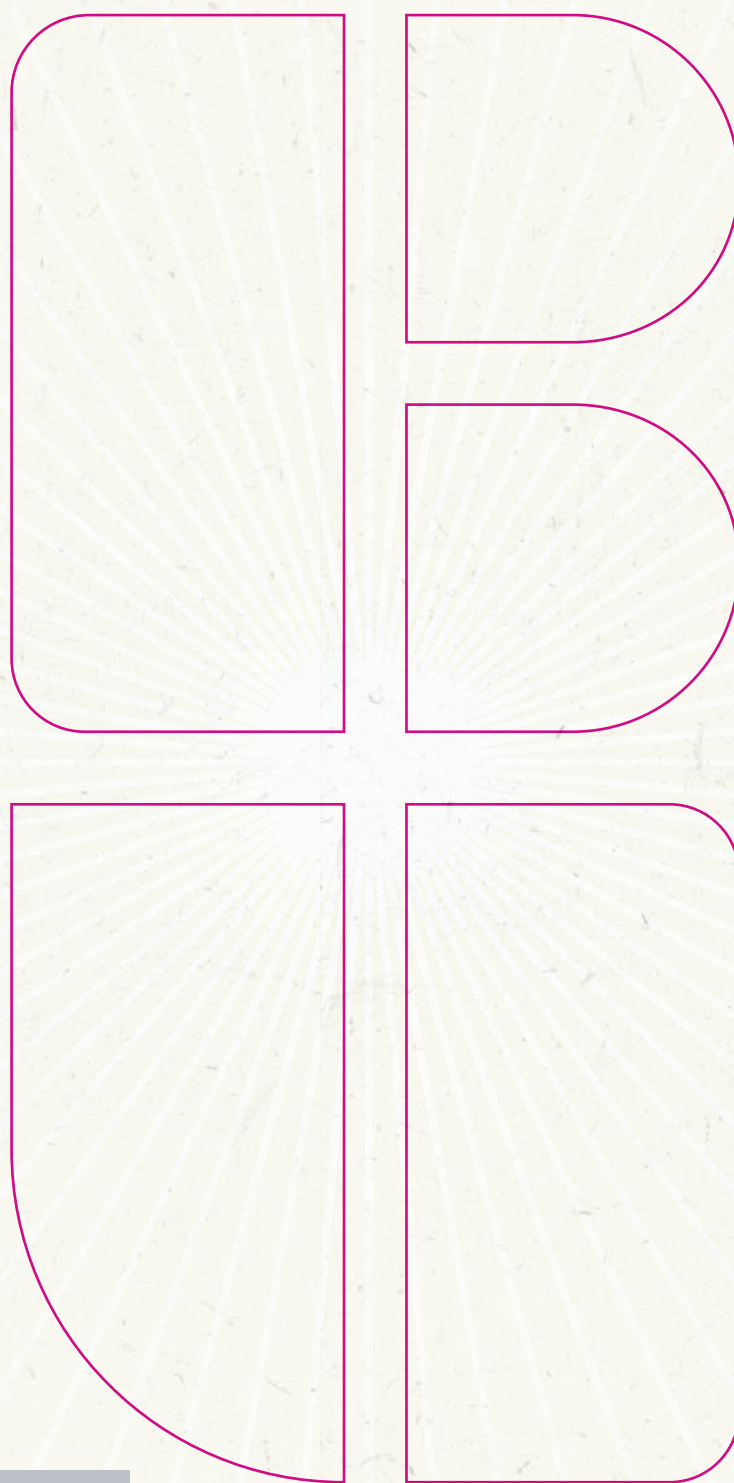




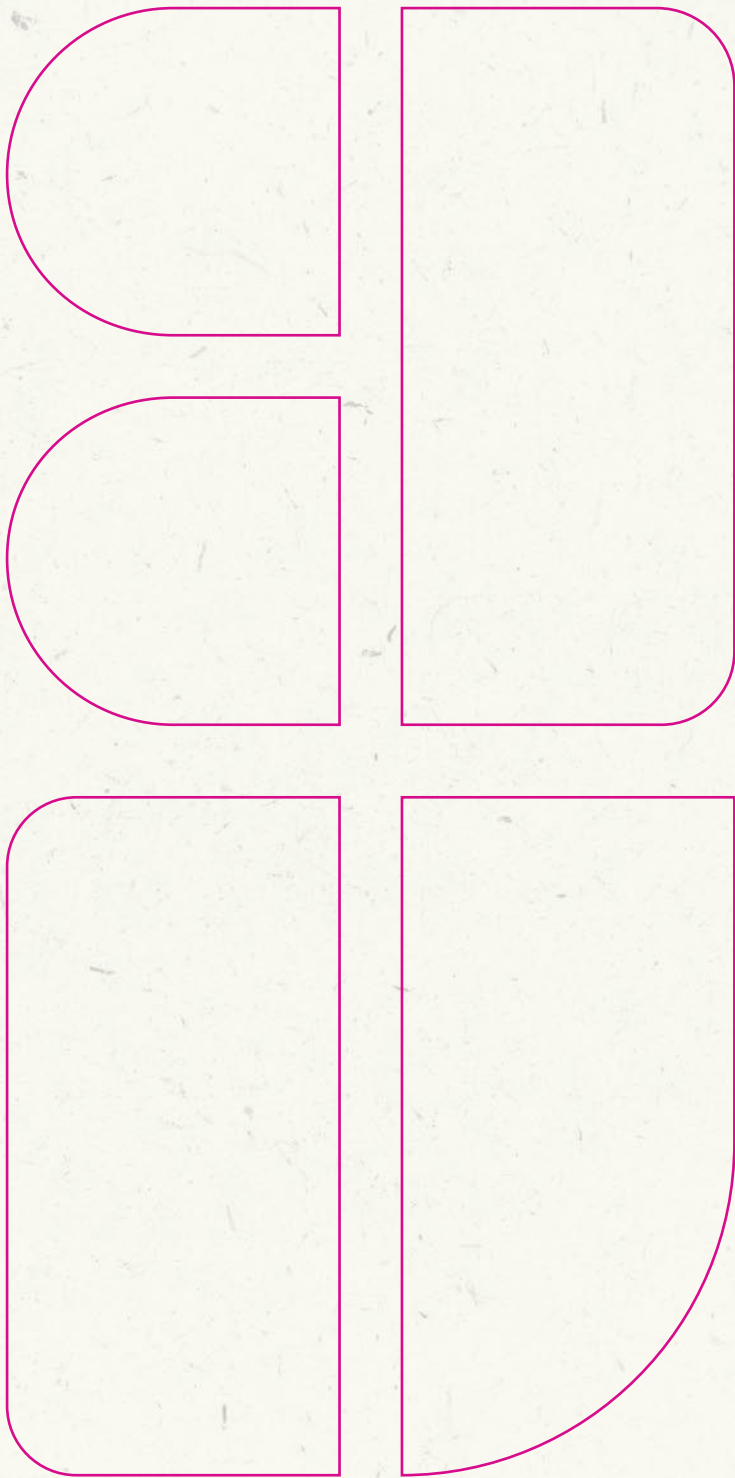
香港浸會大學

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

265+
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

ONE OF THE 1 %

of business schools worldwide
with triple-crown recognitions



One Programme

Eight Concentrations

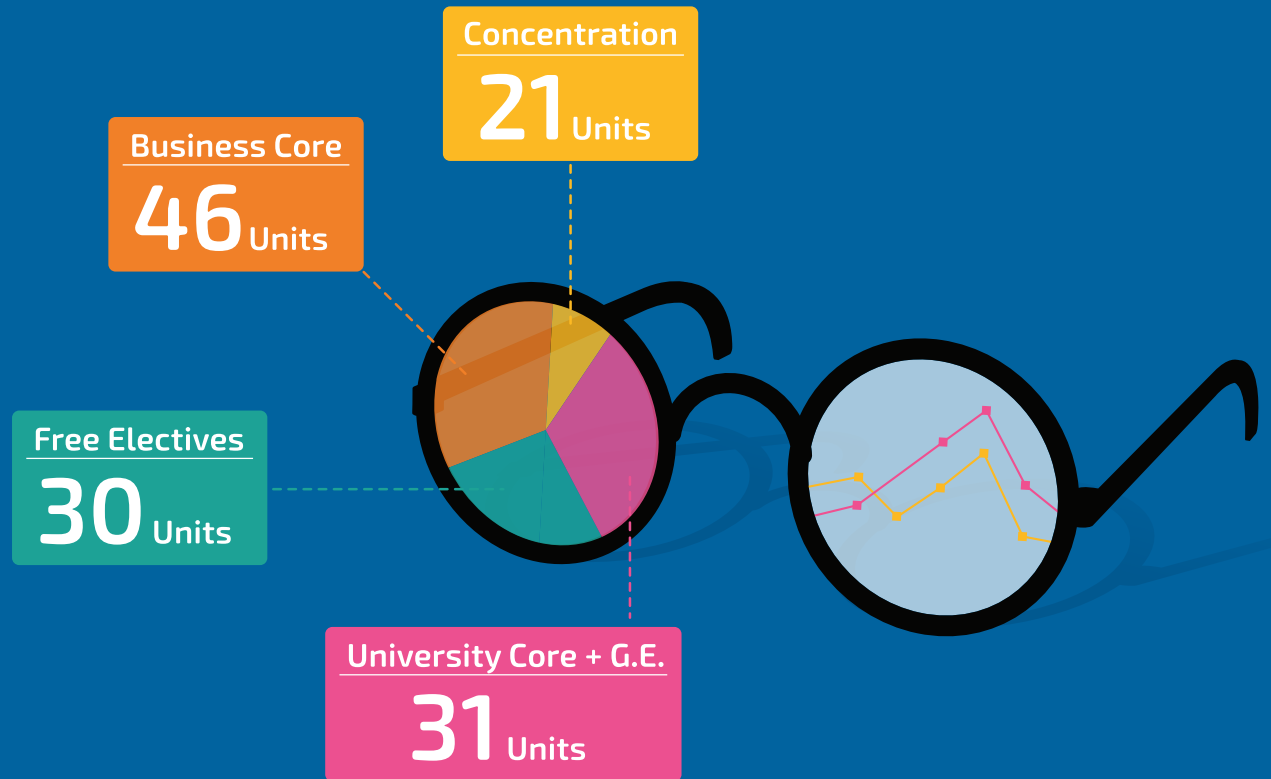
100% Honour your Choice!

- 
- The illustration shows a person in a white shirt and dark trousers walking on a blue path that recedes into the distance. The path is marked with white lines. On either side of the path are several flags on poles, each a different color. The flags are arranged in a line that follows the curve of the path. The background is a solid blue color. On the left side of the image, there is a large black vertical bar and a white vertical bar with thin vertical lines. The text 'One Programme', 'Eight Concentrations', and '100% Honour your Choice!' is written in a bold, sans-serif font in the upper right corner.
- Accounting
 - Economics and Data Analytics
 - Entrepreneurship and Business Innovation*
 - Finance
 - Human Resources Management
 - Information Systems and Business Intelligence
 - Marketing
 - Strategic Retail Management and Innovation

*Under review

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

Interdisciplinary knowledge to boost employability:

- 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

Academic Advising

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

School-wide Support

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.

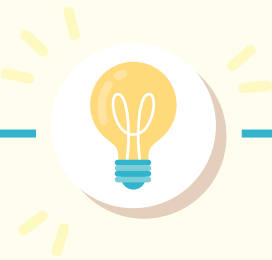
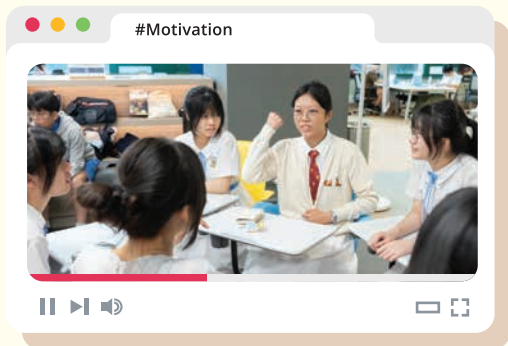
University-wide Support

HKBU provides various programmes and services to help students adapt to the environment and plan study pathways. Students may visit the Office of Student Affairs to get connected with the University. Resources like counselling service and tips for handling stress are available for every student.



Education for Social Impacts

The future of business is more than just generating profits. The BBA curriculum integrates key concepts of sustainability and business ethics. Our efforts to promote positive social impacts have recently expanded to local secondary schools.



Recent Activities



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

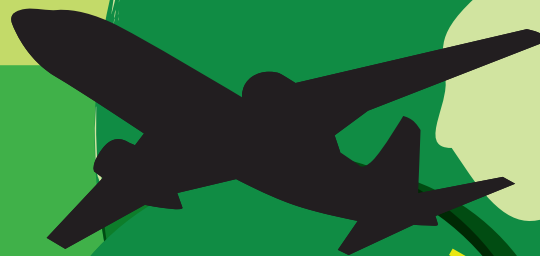
Gain work experience in France/
Switzerland

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

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

n|w University of Applied Sciences and Arts Northwestern Switzerland

1 Year at HKBU — **2** Years at FHNW — **1** Year at HKBU

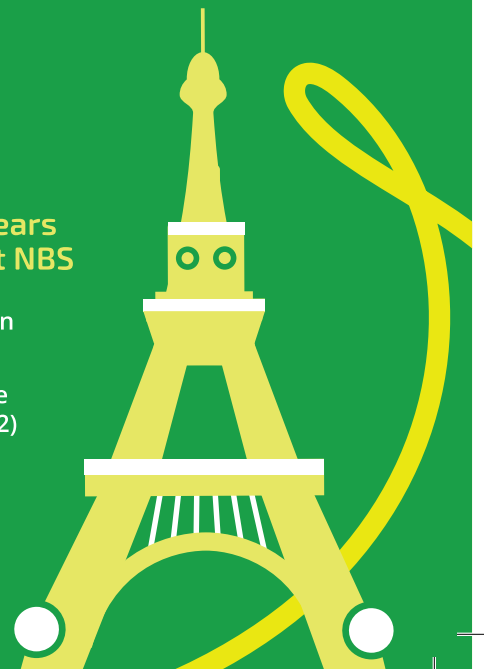
- ① AACSB accredited
- ② Founded in 2006, one of Switzerland's leading universities offering a broad range of degree programmes
- ③ A wide range of specializations offered: Banking & Finance, Digital Business and Value Networks, International Entrepreneurship, International Financial Management and Marketing

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 41st place in Europe and 9th in France (Financial Times-European Business School, 2022)



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

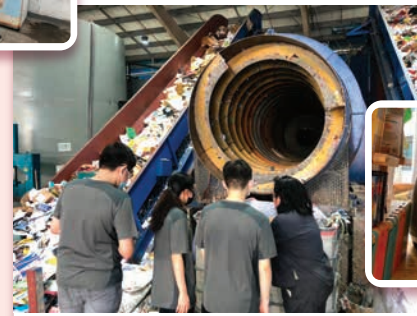
We emphasize on cross-sector partnerships and a transdisciplinary approach to ethical and sustainable business. The School has collaborated with social enterprises and the Centre of Sustainable Development Studies to enhance the learning experience via interactions with the community.

Transfer Business Knowledge to Make an Impact to the Society

~2500 BBA students have served and learned in ~140 NGOs/NPOs in Hong Kong and Mainland 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

Student Ambassador Scheme

Amplify your skills through practising in University & School events



Ryan Lam

Finance, Year 3

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 2

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

Angel Mok

HRM Concentration

Learning and Development Intern,
The Hong Kong Jockey Club



Current Student

Kylie Shen

MKT Concentration

Visual Merchandising,
Cartier, Richemont



Current Student

Leo Lau

EBI Concentration

Co-Founder,
Elit-Media HK



Current Student

Vicky Liu

Finance Concentration

HKTDC Trade
Ambassador, HKTDC



Successful Path of Recent Graduates

BBA young alumni excel their professional knowledge to achieve individual goal and drive transformation for a better community 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
Technology Application
Consultant, IBM



2022 Graduate:
Accounting
Assistant Relationship
Manager, Goldman
Sachs

Boey Sze



Yumi So

2023 Graduate: Finance
Analyst, Private Wealth Management,
Morgan Stanley



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

Graduation Requirement:
Minimum 40 hours in 4 Years

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 plus a 6-month premium account

LAU Chun Kin

Year 2, Accounting



LinkedIn Learning has been an exceptional resource, it perfectly aligns with my career and learning goals. The bite-sized business courses provide a wealth of knowledge across various sectors. Usually, I delve into these courses to enhance my business insights. I particularly with targeted Python and Excel trainings. These accomplishments, certified by LinkedIn Learning and prominently displayed on my profile, bolster my competitiveness in the academic and professional area. It's been a transformative journey where I've seamlessly integrated learning into my daily routine, gaining both business and tech proficiency.



Admission Requirements

for Outstanding Local Students

(2025 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

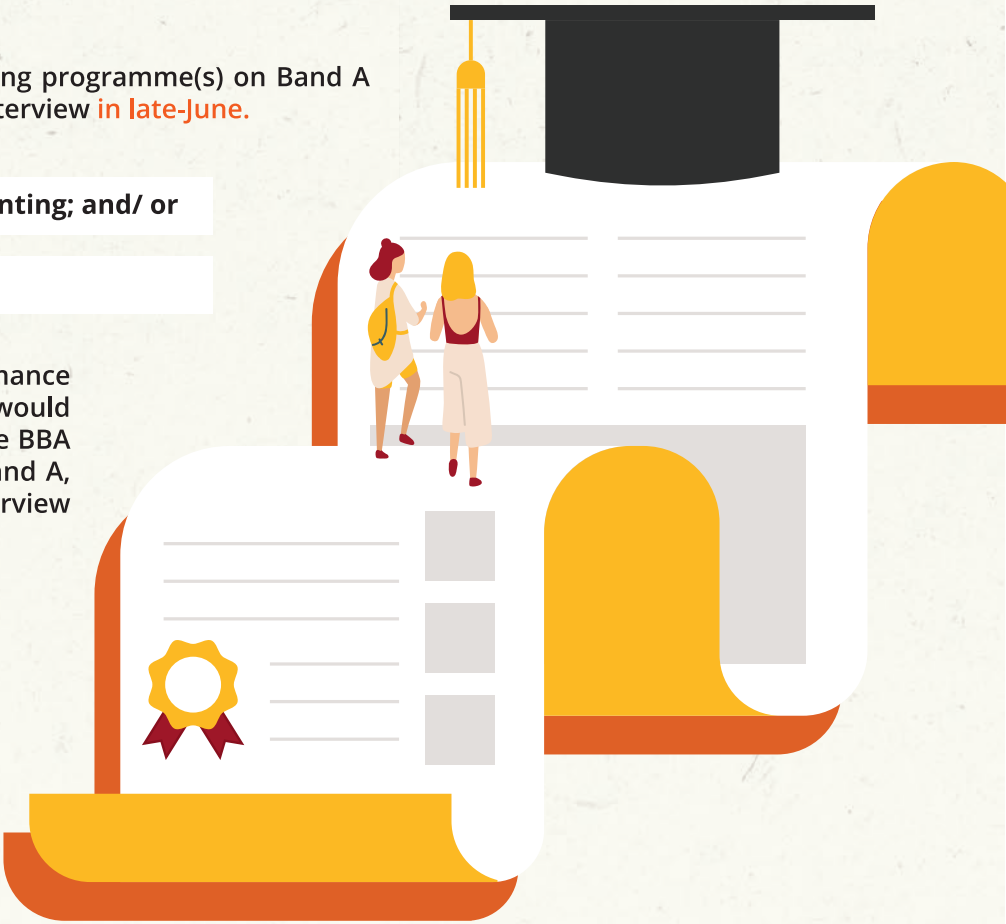
SUBJECT	ENGLISH	CHINESE	MATHEMATICS	CITIZENSHIP AND SOCIAL DEVELOPMENT	TWO ELECTIVE SUBJECTS*
MINIMUM GRADE	3	3	2	Attained	3
SUBJECT WEIGHTING	x1.5	x1	x1	N/A	x1

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 (2025 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\$ 44,500

- 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\$ 22,250

- 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\$ 178,000 MAX

+

Global Experience Scholarship

HK\$ 100,000 MAX

=

HK\$ 278,000 MAX

Remarks:

Qualified students will be automatically considered.

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

Tuition fee is subject to adjustment proposed by the government

Contact Us

BBA Programme Office, School of Business



(852) 3411 5265



bba@hkbu.edu.hk



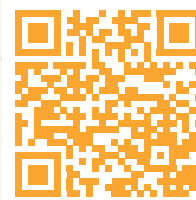
hkbubba



hkbu.bba



bba.hkbu.edu.hk



AACSB
ACCREDITED

