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Prof. Xu Huang

Head, Department of
Management



We are delighted that you are considering Human Resources Management (HRM) as your concentration of studies for your BBA Degree at HKBU! This is a smart and strategic move for you in terms of your career development that matters about management of people.

We would proudly share with you that our HRM Programme has been ranked as the BEST HRM Programme in Hong Kong in recent surveys, and has many unique features that make it the best choice for your career. For instance, our internationally-renowned faculty has enriched real-world experience and connections with top local and international organisations in Hong Kong that they are able to share with our students. In addition, our unique mentoring and business internship programmes give students opportunities to build relationships with top HRM professionals and gain real-world experience. Furthermore, our students have the opportunity to experience other cultures through HKBU Student Exchange Programme. With all of the above exposure, it has been quite common for our HRM students to receive multiple job offers from leading organisations after graduation from the Programme.

Our HRM Programme perhaps is also a good choice for you to join our HRM family in terms of social activities and events as our students are known as the most socially-active and fun-loving students within the Business School. The student-led HRM Society is open for all HRM students to join too. There are also many competitions, social events and presentation held by the Business School in which HRM students often actively participate. And all HKBU students of course get the whole person, broad-based education that goes well beyond classroom textbook learning.

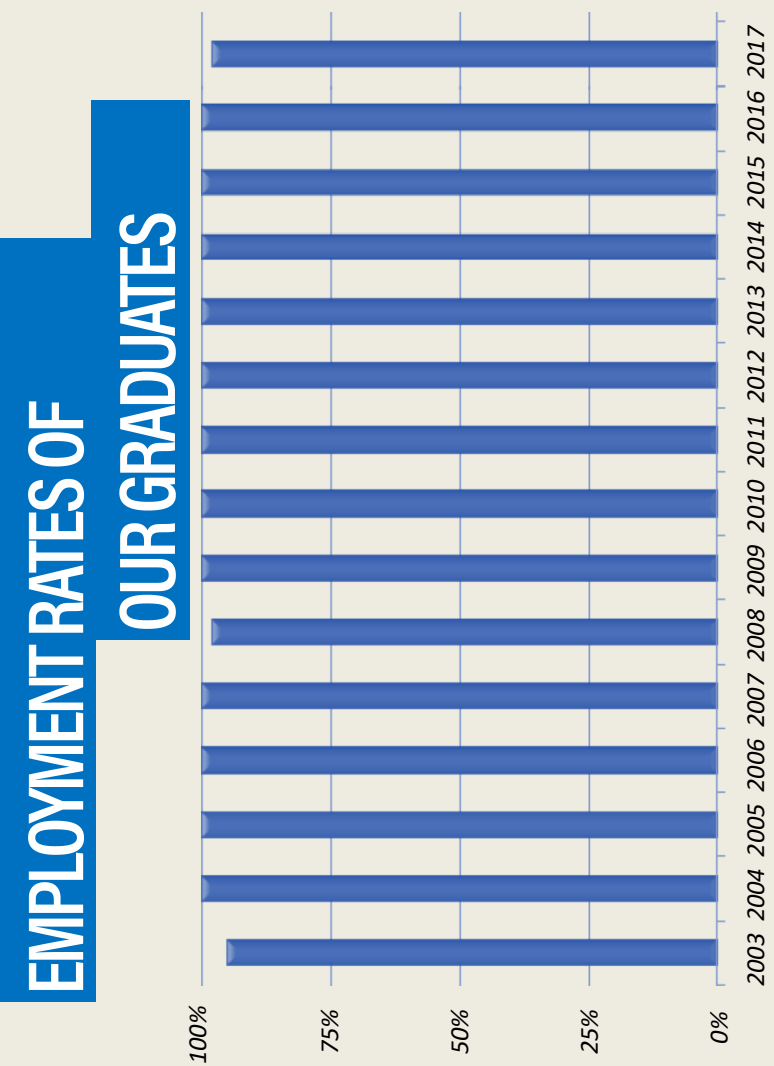
In short, it is a wise choice for you to select HRM Concentration for your HKBU BBA Degree in so many ways and we sincerely hope you will join us and get on the road to the career and life that you want as future leader in business and people management.



Dr. Amy Chen

Coordinator, BBA (Hons)
HRM Concentration

Virtually all of our graduates find work in human resources or other fields of their choice immediately after graduation. Employers of our graduates include:



Human Resources Management



HRM

Professional and Career Development In HRM

The professional expertise of our HRM students is built from five HRM required courses, namely, Human Resources Management, Human Resources Development, Performance Appraisal and Rewards, Recruitment and Selection, and Labour Relations and Law, plus a range of complementary studies and elective courses. Students may opt for a double concentration in another business area or they may choose a minor in a non-business area.

As our programme is professionally recognized, our students and graduates are eligible to apply for membership in local HRM organisations. Our graduates shall have opportunities for employment in different functional areas of the HR Department of any business, public and non-profit organisations as well. The people and general management competencies developed during their studies will also prepare our graduates for career advancement to business and general management careers.

This programme connects our students with senior HR leaders of well-known corporations. Interactions with mentors equip our students with the life skills necessary to reach their full career/personal potential. It is anticipated to have over 50 HR/Business leaders participating in this in the Mentoring Programme every year.



The HKBU Students Exchange Programme helps our students to connect with the world and develop their intercultural competence. It further improves their language proficiency, as well as increases their self confidence. Our students have been actively taking part in this programme and travelling to overseas universities in Canada, China, Sweden, UK, USA etc. as part of their degree abroad.

By participating in the business internship programme, our students will be given opportunities to gain practical experience from work and apply their business and HR knowledge and skills in actual work environment.



Our students are encouraged to participate in open competition to enhance their creativity, analytical, and problem-solving capabilities. Our students have won many awards in local business case competitions and scholarships, like Annual Business Administration Paper Competition, HSBC/McKinsey Case Competitions, Hong Kong Management Association-Personnel Management Club Case Competition etc. over the past years.

Personal Development Outside Classroom

Apart from classroom learning, we provide our students with opportunities to participate in a wide range of activities designed to develop their potential and provide them with exposure to business community.



The students-led organization Human Resources Management Society holds a number of activities, both social and professional, which help to create an exciting study environment.

