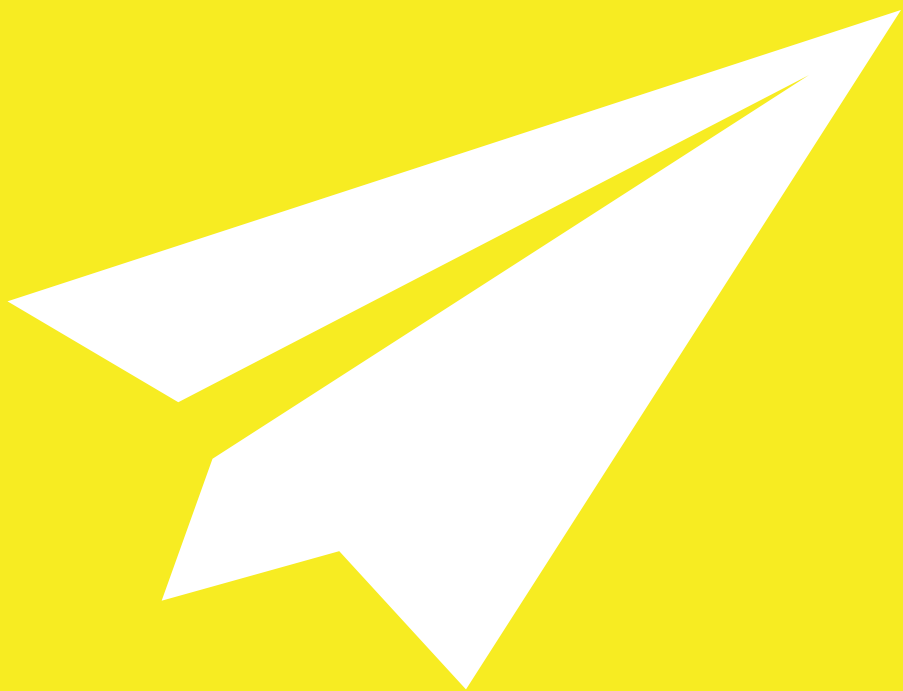
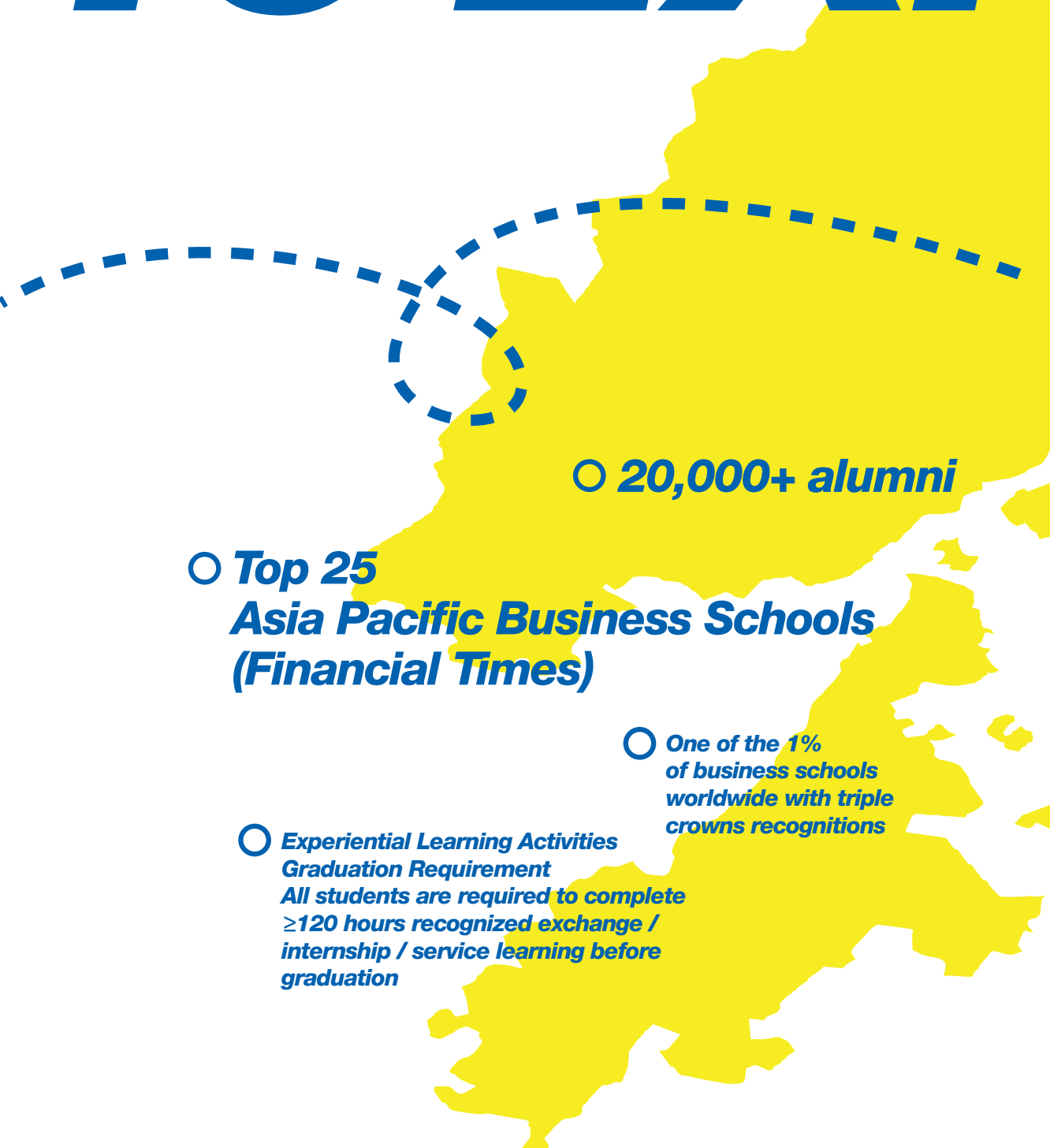


Bachelor of Business  
Administration (Hons)  
Degree Programme



**Be INSPIRED**

# To EXA



○ **20,000+ alumni**

○ **Top 25  
Asia Pacific Business Schools  
(Financial Times)**

○ **One of the 1%  
of business schools  
worldwide with triple  
crowns recognitions**

○ **Experiential Learning Activities  
Graduation Requirement  
All students are required to complete  
≥120 hours recognized exchange /  
internship / service learning before  
graduation**

# EXPLORE



HK  
BU

○ 200+ international  
exchange partners

○ 16 nationalities

○ 2+2 Degree Programme in business with:  
- Simon Fraser University, Canada  
- Kozminski University, Poland (subject to approval)

○ Rank 26  
QS Top 50 Best Universities  
Under 50 Years Old

# Concentration of Yo

## One Programme, Seven Concentrations

### BBA Accounting

- Internship opportunities in Big4s, government offices, banks and listed companies
- Over 50% of students secure job offers from the Big4s prior to graduation
- Graduates can gain maximum exemption of HKICPA and ACCA

### BBA Applied Economics

- Learn to apply economic reasoning, data analytics and causal inference to make better formulate strategies for corporates
- Graduates work in professional career positions like research analyst, business consultant, investment banker, credit analyst, risk management, treasury, compliance, and economist

### BBA Entrepreneurship

- Nurture students with specialized knowledge enabling them to critically assess and systemically resolve business problems
- Equip students with global vision and skills to help business firms to develop overseas markets
- Graduates work as entrepreneurial change agent in corporate setting or form their own business

### BBA Finance

- Sharpen students' quantitative and analytical skills to make pertinent financial and investment decisions with consideration of the global environment
- Hands-on experience to invest in the stock market by joining the Hong Kong first real-money Investment Club run by students

### BBA Human Resources Management

- Nurture students to become future leaders in crafting solutions to matters related to Human Resources (HR)
- Well-recognized both academically and professionally in Hong Kong and overseas enabling graduates to be successful in future studies and career development in HR field



# our Choice

## BBA Information Systems and e-Business Management

- Be a trouble-shooter, a problem-solver, and an effective communicator liaising with e-Business and information technology professionals, and end-users to solve management problems
- Professional recognition from ISACA, HKCS, HKICS, ICSA, IIM and CIM

## BBA Marketing

- Learn the unique characteristics and underlying principles of marketing management
- Nurture a sense of ethics and social responsibility that prepares students to be visionary marketing leaders
- Graduates develop careers in product management, advertising, retailing, marketing research, sales management, B2B marketing and global marketing





# SHAPING THE FUTURE YOU

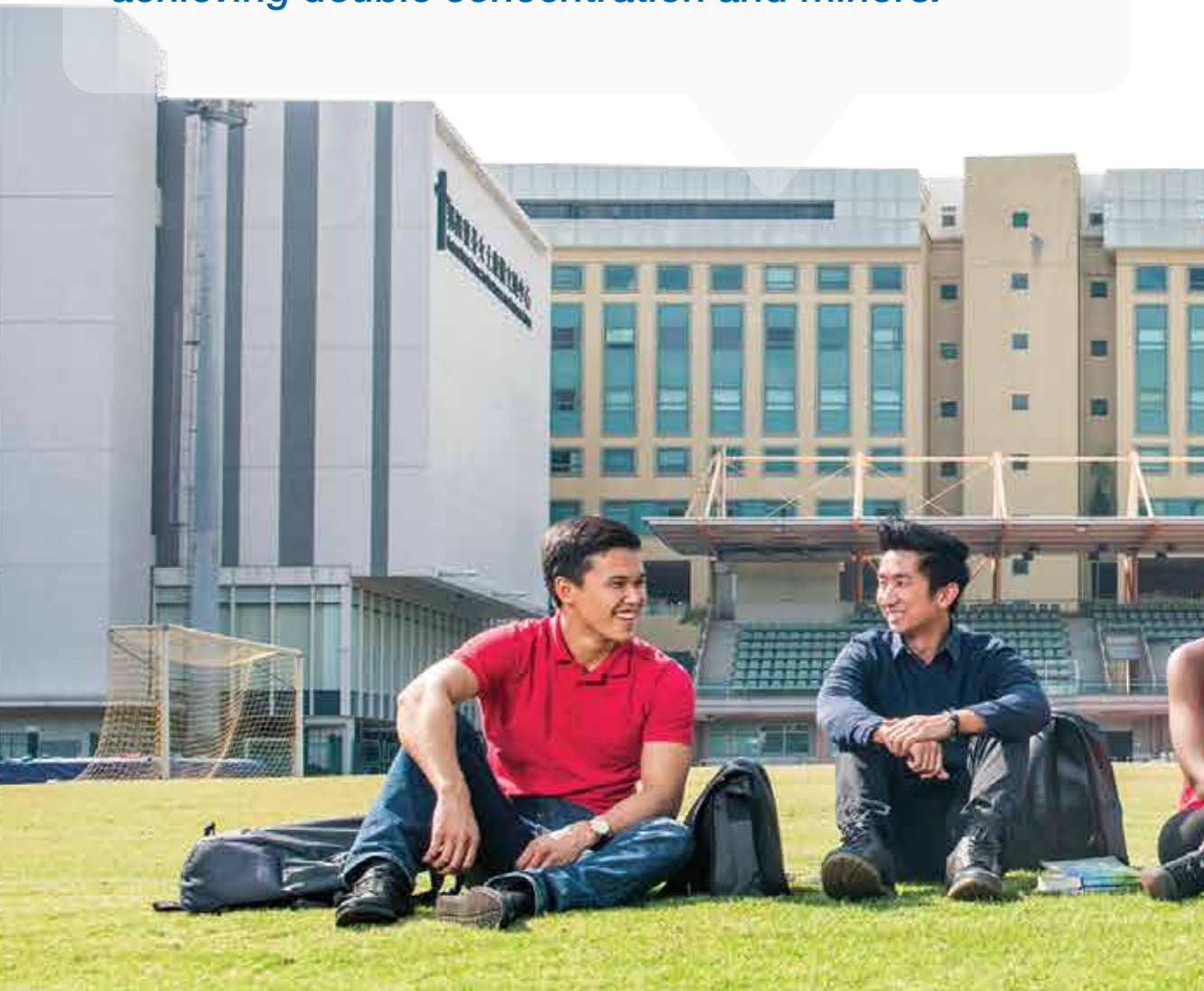


**No one can define  
the FUTURE YOU.  
At HKBU BBA,  
students enjoy a high  
flexibility to customize  
your curriculum in  
pursuit of professional  
goals; and to develop  
yourself as a whole  
person intellectually  
and ethically.**

# INTEGRATED

*The HKBU BBA curriculum is designed to groom future business leaders.*

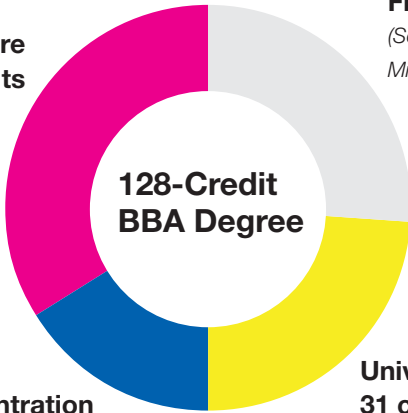
*It equips you with broad-based business knowledge and expertise in specific professions. You can design a curriculum that matches your aspiration by achieving double concentration and minors.*





# CURRICULUM

**Business Core**  
43 credits



**Concentration**  
21 credits

**Free Electives**  
(Second Concentration /  
Minor) **33 credits**



## **Double Concentration**

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

**University Core + G.E.**  
31 credits



# Be GLOBAL



***Stepping out from your comfort zone to work,  
to serve and to study overseas.***

○ Exchange agreements with **200+** leading universities in **36** countries

○ **>5%** Exchange partners are accredited business Schools  
BBA students go on overseas exchange

○ **HK\$2M** is committed yearly to support students  
outreaching activities



○ **Up to \$54,000** sponsorship and scholarship  
for outgoing exchange student



# TWO CITIES TWO DEGREES IN FOUR YEARS

Double Degree Programme with Simon Fraser University (SFU)



SFU is one of the top comprehensive universities in Canada. Students accepted to the programme spend the first two years at HKBU BBA and the final two years at SFU Beedie School of Business to receive world class education from both institutions, preparing for success in the global business environment. Upon completion, students will be awarded two business degrees from both institutions.

## PROGRAMME STRUCTURE & CURRICULUM

This 2+2 year programme requires completion of 128 credit units at HKBU and 120 credit units at

SFU. Students are expected to earn at least 68 units at HKBU and 60 units at SFU.

## APPLICATION & COST

All eligible BBA students can submit application in Year 2. Accepted local students pay only the local tuition fee to HKBU, while non-local students participate on self-finance basis. The School offers scholarship and sponsorship to successful applicants.





# Be INSPIRED

## Discovering the World of Business

### Internship

- Credit-bearing internship courses offered by the 7 concentrations to amplify your learning at work
- **>60%** of BBA students acquired 1-3 local/overseas internships
- **Metropolitan Attachment Programme**  
8 weeks internship in Bergen, Berlin, Chicago, London, Melbourne, Munich, Seoul, Shanghai, Sydney, Toronto, etc

### Service Learning Programme

- **2,200+ BBA students** have served and learned in 120+ non-profit organizations in Hong Kong and Mainland China
- **Service-Learning Global Internship Programme**  
Become an intern in different NGO/NPO in Japan, India, Myanmar, Thailand, China and Taiwan



### Business Competition

The School provides support including sponsorships, faculty advisors, and scholarships up to **\$6,000**



# Be ADVENTUROUS

## Sharpening your Skill Set

### Business Executive Development Scheme

- Professional workshops and seminars in topics from business creativity, presentation skills, business etiquette to wine appreciation
- Student Ambassadors Scheme
- Corporate Visits and Study Trips
- Mentorship
- Entrepreneurship Competition and Seminars

### Students sharing



“As a Student Ambassador, there were ample opportunities to unleash my potential, like being a Master-of-Ceremony in School-wide events, and sharing study tips with HKDSE students in secondary school outreach. These made my u-life fruitful.”

#### Caroline Sze

*Human Resources Management (2019 graduate)*



“My u-life was like a journey of personal growth and self-exploration. The Student Ambassador Scheme polished my skill set through series of exclusive leadership training workshops. I made lifelong friends through participating in business competitions.”

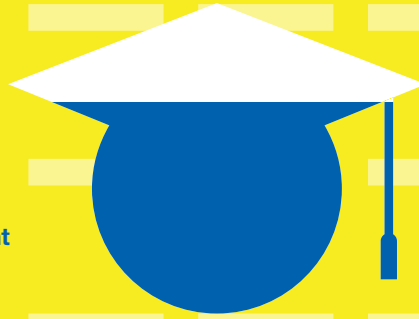
#### Kelvin So

*Information Systems and e-Business Management (2019 graduate)*



100%

**>96%** Employment Rate



80%

70%

60%

50%

40%

30%

20%

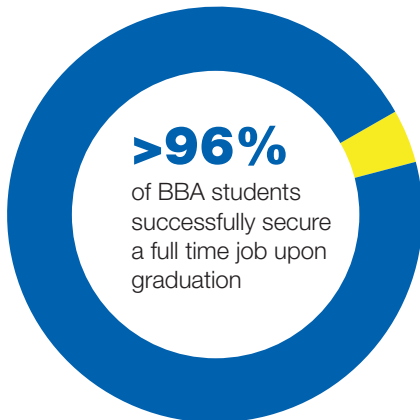
10%



*Our graduates are highly sought and widely recognized by employers in Hong Kong and globally*

# Be CAREER-READY

**Nurturing you into Future Business Leaders**



- The top 3 employment fields are: **Banking, Human Resources, and Marketing**
- The BBA Programme Office and Career Services Section offer different services to help you identify your interest, hone your job search skills and enhance your employability
- Academic advisors and career counselor will guide you through all stages of career development
- All-year round industry talks, career seminar and recruitment fairs
- Networking occasions with business leaders, alumni & employers

## Our Alumni

"My time at HKBU was loaded with opportunities to learn and grow. I could not have done this without the foundation of skills and attributes developed at HKBU."



**Winson Cheng**  
*(Accounting, 2018 graduate)*  
Tax Consultant, Deloitte (HK)

"One of my job duties is to conduct economic researches, which requires me to utilize both the economic knowledge and quantitative skills that I have learnt in the undergraduate programme."

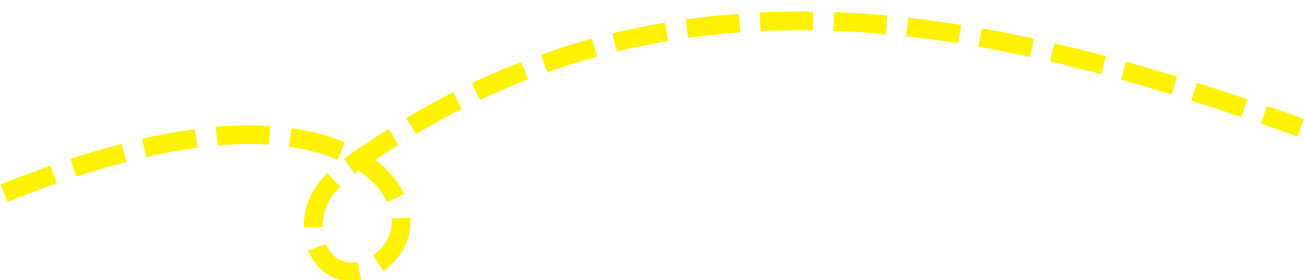


**Charlotte Man**  
*(Applied Economics, 2016 graduate)*  
Economist, Hong Kong Trade Development Council

"The programme provided me with practical and comprehensive knowledge applicable to workplace, real-life experience (internship opportunity) and great network (HR mentoring programme)."



**Jeffery Kwok**  
*(Human Resources Management, 2015 graduate)*  
Assistant HR Manager, Hospital Authority



# Admission requirement + scholarship

**JS2110 BBA (Hons) – Accounting**  
**JS2120 BBA (Hons) \***

- Applied Economics
- Entrepreneurship
- Finance
- Human Resources Management
- Information Systems and e-Business Management
- Marketing

\* Admitted students investigate the different concentrations by completing a common year 1 curriculum and declare their choice from one of the above areas (except for Accounting). The School will 100% honour students' choices

## Admission Requirement

- Chinese Language: Level 3
- English Language: Level 3
- Mathematics: Level 2
- Liberal Studies: Level 2
- Two Elective Subjects: Level 3 (Excluding Applied Learning and Other Language Subjects)

For non - JUPAS applicants, please refer to [www.hkbu.edu.hk/ar](http://www.hkbu.edu.hk/ar)



# Be HKBU BBA Student!



HKDSE

Secondary Students

JUPAS Interview

HKBU Info Day

## 2019

### Sep

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |    |    |    |

### Oct

| S  | M  | T  | W  | T  | F  | S  |
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| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 |    |    |

### Nov

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
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| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

### Dec

| S  | M  | T  | W  | T  | F  | S  |
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| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

## 2020

### Jan

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
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### Feb

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |

### Mar

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| 29 | 30 | 31 |    |    |    |    |

### Apr

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| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 |    |

### May

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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 |    |    |    |    |    |    |

### Jun

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| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 |    |    |    |    |

### July

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |

### Aug

| S  | M  | T  | W  | T  | F  | S  |
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| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

### JUPAS Application Key Dates

- 2019 18 Sept > JUPAS Applications Begins
- 19 Oct > HKBU Information Day
- 4 Dec > JUPAS Application Deadline

- 11 Mar > First Day of HKDSE
- 11 May > Last Day of HKDSE
- 20 May > Update of Programme Choices Deadline
- Week of 15 Jun > HKBU BBA JUPAS Interview (1st Round)
- 8 Jul > Release of HKDSE Examination Results
- 9-11 Jul > Modification of Programme Choices
- Week of 20 Jul > HKBU BBA JUPAS Interview (2nd Round)
- 3 Aug > Release of JUPAS Main Round Offer Results
- 5 Aug > New Student Registration Day.

Welcome to HKBU BBA!

### General holidays

- 2019 14 Sep > Day after Mid-Autumn Festival
- 1 Oct > National Day of the People's Republic of China
- 7 Oct > Chung Yeung Festival
- 25 Dec > Christmas Day
- 26 Dec > Boxing Day
- 2020 1 Jan > New Year's Day
- 25 Jan > Chinese Lunar New Year's Day
- 27 Jan > Second day of Chinese Lunar New Year
- 28 Jan > Third day of Chinese Lunar New Year
- 4 Apr > Tomb Sweeping Day
- 10 Apr > Good Friday
- 11 Apr > Holy Saturday
- 13 Apr > Easter Monday
- 30 Apr > Buddha's Birthday
- 1 May > Labour Day
- 25 Jun > Dragon Boat Festival
- 1 Jul > Hong Kong Special Administrative Region Establishment Day

# Find Out More

Application and Admission Requirement - [admissions.hkbu.edu.hk](http://admissions.hkbu.edu.hk)

Programme Details - [bba.hkbu.edu.hk](http://bba.hkbu.edu.hk)

# Contact Us

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[bba.hkbu.edu.hk](http://bba.hkbu.edu.hk)



HKBU BBA

