

# CityU Department of Management nurtures future generations of business leaders

## A comprehensive programme to foster scientific human resources management, entrepreneurship, and a global perspective

Amid an ever-changing global business landscape, future leaders and professional managers must be able to rise to the challenges of the times and capitalise on emerging trends and opportunities.

To equip graduates with the knowledge, skills, and social awareness necessary for a successful career in management, City University of Hong Kong (CityU Department of Management) is offering the Bachelor of Business Administration in Management (BBA Management) to nurture future business leaders especially in areas of Human Resources, Entrepreneurship and International Management. With comprehensive training focusing on scientific human resource management, entrepreneurship, and developing a global perspective, graduates enjoy excellent career prospects in well-known local and international organisations.

### Human Resources Management stream

The BBA Management programme allows students to develop their area of speciality by choosing between two distinctive streams. The Human Resources Management (HRM) stream, renowned for its emphasis on scientific aspects of human resources management, is popular among students and employers alike.

In particular, the 'People and HR Analytics' course provides students with highly sought-after analytical and quantitative skills. They will be able to utilise big data to accurately identify ideal candidates, improve recruitment efficiency, and enhance workforce management.

Aside from scientific human resource management, the HRM stream is also designed to deliver practical knowledge to prepare students for the workplace. With courses such as 'Employment Law and Practices', 'Staffing' and 'Performance Management', graduates will be able to integrate and apply their learning in their job as an in-house specialist or an outside consultant in human resources management.

### Strategy and International Management stream

In the Strategy and International Management (SIM) stream, the focus is placed on encouraging innovation and entrepreneurship. From 'Product and Service Innovation Management' to 'Strategic Entrepreneurship', these courses equip students with entrepreneurial knowledge, business development skills, and product and service development and innovation capabilities.

Other courses, such as 'Launching Business in Asia Pacific' and 'Managing Multinationals', are specifically designed to help students acquire a global perspective. Through an in-depth exploration of how multinational firms operate, as well as the development and implementation of international strategies, students are well poised to conduct business successfully across political, economic, and cultural boundaries.

### Various international learning exposure

The Department of Management at CityU comprises a global team of academics and industry experts; many of whom were graduated from leading universities and possess extensive management experience across the world. As such, not only can BBA Management students receive an exceptional international learning experience, they can also gain insight into a variety of business cases to enhance their analytical skills.

Outside the classroom, CityU and the Department of Management offer a plethora of summer internships and exchange opportunities for students to broaden their horizons and develop a global mindset. The Student Exchange Programme, for example, provides students with a selection of exchange destinations from over 200 partner universities across six continents.



# BBA Management

Bachelor of Business Administration - Management

JUPAS Code: JS1005

Department of Management

香港城市大學  
City University of Hong Kong

General Enquiries

mgtadm@cityu.edu.hk

<https://www.admo.cityu.edu.hk/programme/js1005>