Department of Management

BBA Management

工商管理學士（管理學）
The Management major equips students with the abilities and tools to successfully manage people and the organization in local and international environments. Students will acquire the knowledge to deal with management challenges globally including decision making, leadership and motivation. It offers a choice of two distinctive streams—Human Resources Management (HRM) as well as Strategy and International Management (SIM).

The management major will help graduates develop skills in learning, interpersonal communication, multitasking and teamwork. In addition, it helps enhance creativity, emotional intelligence and business etiquette.

**Human Resources Management (HRM) stream**

1. Enable students to apply intellectual skills in human resource management and demonstrate sensitivity to multicultural issues.
2. Develop in students practical skills in key areas of people – management and technical skills required of a generalist, a specialist, and a consultant in human resources management.

**Strategy and International Management (SIM) stream**

1. Equip students with the knowledge and skills to develop effective corporate strategies in the international business environment, particularly in the Asia Pacific Region.
2. Allow students to understand how firms operate in the international environment and gain an in-depth understanding of the development and implementation of international strategies.
What You Will Be Studying

Core courses
- Corporate Social Responsibility
- International Business
- Introduction to Entrepreneurship
- Organizational Behavior and Human Resources Management

Elective courses (Any 3 courses)
- Developing and Presenting a Business Plan
- Interactive Skills Workshop for Business
- Leadership
- Management Summer Internship
- Negotiation
- Any one core from other BBA majors

Stream Core

Human Resources Management (HRM) Stream (Any 3 courses)
- Employment Law and Practices
- People and HR Analytics
- Performance and Compensation Management
- Staffing
- Talent Management: Learning and Development

Strategy and International Management (SIM) Stream (Any 3 courses)
- Advanced Strategic Analysis
- Launching Business in Asia Pacific
- Managing Multinationals
- Product and Service Innovation Management
- Strategic Entrepreneurship

* The above curriculum information is subject to periodic review and changes.
Career Prospects

Our graduates are highly employable. They are able to find a job closely related to their studies in a short period of time. According to a recent employment survey, almost all of our students who graduated in 2019 secured a job shortly after graduation. The average salary of our fresh graduates in 2019 was HK$17,475. Employers of our graduates include well-known organizations, such as Bank of China, EY, HK Jockey Club, Hospital Authority, HSBC, KPMG, Morgan Stanley, and PwC. Graduates are working in highly sought after positions including management trainee, graduate trainee, business analyst, associate, HR business partner, and HR executive.

Bonus Features

- Career Development Program
- Career Mentoring Program
- Entrepreneurship Project
- Internship
- Overseas Exchange Programs
- Scholarships
- Student Mentoring Scheme
**Summer Internship**

Summer Internship Program is designed to enhance student learning through work experience in industry during summer. This departmental program is a credit-bearing major elective course for second-year and/or third-year students of Department of Management. Successfully placed students, after interviews, will normally work in an organization for a period of six to twelve weeks, between June and August. Placements will be either through companies introduced by the Department or students can look for their own internship.

**WONG Pak Long Anson**  
_New Zealand Trade and Enterprise_

Grow Stronger, Grow Better. This internship allowed me to understand how a business promotion campaign is made feasible commercially. By interacting with the New Zealand government officials, chambers, and suppliers, I now have a better idea on behaving professionally when offering managerial advices.

**LAW Sha Lee**  
_ERNST & YOUNG_

I have learnt a lot about campus recruitment process—from organizational—fit candidate screening to the appropriate manner in answering enquires from candidates, to the selection of the final candidates. Now, I have a more comprehensive understanding of the work of HR professional.

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**Exchange Programme**

With more organizations going global, joining a multinational organization has been the goal for most students. City University of Hong Kong provides numerous exchange opportunities in each academic year. Take the chance to engage yourself in a new learning environment, immerse in a different culture while acquiring new skills which will be useful for your future development.

**Exchange in Barcelona, Spain**

**HO Ka Yin Kathy**  
_BBA MGMT student_

I went to Autonomous University of Barcelona for an exchange programme. It was the most fruitful five months ever. Whilst Spain is a diverse, multicultural country, I felt awkward at first as I am considered an ethnic minority there. Fortunately, Spanish people are very kind and passionate. My classmates and hall mates invited me to parties, mountains and beaches. I am really grateful that I have chosen a place without many people from Hong Kong. This gave me the opportunity to interact with the local Spanish people. Exchange is a journey that help you to grow up. Growing up doesn’t only mean you are able to take care of yourself, but also getting along with different people and finding your own values in life. I really miss my time in Barcelona, Adios!
Vincent Wu  
Associate HR Director, Richemont  
BBA MGMT Graduate

Pursuing the BBA program at the Department of Management was not an arbitrary decision. The program is one of the very few programs in Hong Kong that is renowned for nurturing talents in human resources management profession. The program has an excellent reputation among employers. The high-quality teaching has allowed me to build a solid academic foundation. The holistic career support, such as internship and mentoring program, has empowered me to get ready for real challenges and opportunities in workplace. I am really grateful for the great learning journey which has enabled me to have good career progression after graduation.

Kalinda Wong  
Assistant Manager, Human Resources, Kerry Holdings Limited  
BBA MGMT Graduate

Human Resources is a change agent in an organization. We work with the business leaders collaboratively and propose recommendation on business effectiveness based on our HR professional knowledge and understanding on the external changing market. The undergraduate program in the Department of Management has not only provided me a comprehensive foundation on various business disciplines but also equipped me with the crucial skills and social awareness in dealing with people from different levels and nationalities. My study here has indeed been a valuable starting point for my career and personal growth.

Karston Tsang  
Employee Experience & Talent Acquisition Manager, Jebsen & Co. Ltd.  
BBA MGMT Graduate

Human Resources become more crucial to the business world. We play as a role of strategic partner, contributing to the development of and the accomplishment of the organization-wide business plan and objectives. We play as an employee advocate, creating a great workplace for the organization. We play as a change champion, assisting the company in transformation. By studying the undergraduate program in the Department of Management, you will have a chance to learn contemporary HR practices, cooperate with classmates for business projects, and meet with different students around the world. Are you ready for a fruitful journey?

Exchange in Singapore  
CHAU Yau  
BBA MGMT student

I am very grateful for the cultural exchange I had in Singapore as an exchange at the National University of Singapore. I experienced the different learning and work styles through doing projects and site visits with other students in Singapore. I have become a more flexible and adaptive person. In my spare time, I had the opportunity to travel around in Singapore, where I could interact with the locals. The most memorable experience I had was in Little India. Seeing that I was alone and confused, an Indian uncle offered to take me around the area and introduced me to their custom and signature buildings. On weekends, I attended service of worship at a Christian church. I was even allowed to play their most valuable instrument, a digital organ, in the choir. My exchange study had given me ample opportunities to make meaningful connections and gain a wider understanding of the colourful cultures from all around the world. The fruitful experience had definitely facilitated my personal development.