



Department of Management
Bachelor of Business Administration
Management
工商管理學士(管理學)



Department of Management
香港城市大學
City University of Hong Kong



AACSB
ACCREDITED



EQUIS
ACCREDITED

BBA in MANAGEMENT



✓ **People Management**

✓ **International Management**



✓ **Innovation Management**



Two Streams:

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.

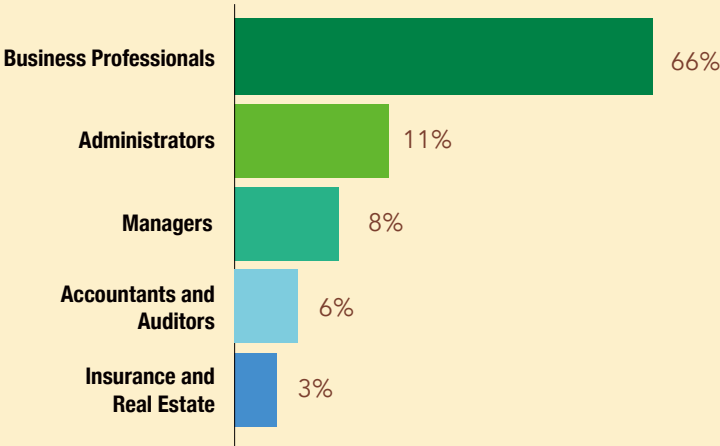
Strategy and International Management (SIM) stream

1. Equip students with the knowledge and skills to develop effective strategies to manage 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.

Exciting 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 2022 secured a job shortly after graduation. The average salary of our fresh graduates in 2022 was HK\$20,482. Employers of our graduates include well-known organizations, such as Bank of China, Ernst & Young, Hong Kong 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.

Jobs engaged by recent graduates



HK\$20,482

Average Monthly Salary



99%

Full-time Employment Rate

* Figures from Graduate Employment Survey 2022.



Morgan Stanley



Bonus Features

- Internship Program
- Student Exchange Programs
- Entrepreneurship Project
- Student Mentoring Scheme
- Career Mentoring Program
- Career Development Program
- Whole Person Development Program
- Scholarships & Awards



What You Will Be Studying

Core courses

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

Elective courses

- Developing and Presenting a Business Plan
- Interactive Skills Workshop for Business
- Leadership
- Management Internship
- Negotiation
- Project

Human Resources Management (HRM) Stream

- Employment Law and Practices
- People and HR Analytics
- Performance and Compensation Management
- Staffing
- Talent Management: Learning and Development

Strategy and International Management (SIM) Stream

- 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.

Management Internship

Management Internship Program is designed to enhance student learning through work experience in industry. 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.

Sally LAW

ERNST & YOUNG

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



Jessica NG

New Zealand Trade and Enterprise

Honestly speaking, this was the most valuable internship I had ever done. This was my first job related to retail and trade marketing. Also, this was my first job working with international colleagues. Through my internship experience, I have found what I am really interested in for my future career.

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

Kathy HO

BBA Management 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!



Exchange in Singapore

Esther CHAU

BBA Management 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.



Alumni Sharing



Vincent WU
*People Leader,
Marsh McLennan*

Embarking on the BBA journey at the esteemed Department of Management was a strategic choice, one that has been instrumental in shaping my professional trajectory. This program, distinguished as one of the select few in Hong Kong known for cultivating proficient human resources professionals, boasts an exceptional reputation amongst industry employers.

The Department's commitment to delivering high-caliber education allowed me to establish a robust academic groundwork that became a cornerstone of my success. It didn't merely end with theoretical knowledge; the program's comprehensive career support, encompassing internships and a robust mentoring initiative, equipped me with the necessary skills to navigate the dynamic landscape of the workplace and tackle challenges head-on.

In retrospect, I am immensely grateful for this enriching educational journey. It was not just a stepping stone to my career but a catalyst that propelled me towards significant career advancement post-graduation. Today, as a senior HR leader, I reflect back on these experiences with a sense of pride and acknowledge the pivotal role the BBA program played in my professional ascent.



Tristan LAU
*Vice President
Commercial Banking, HSBC*

I would say Strategy and International Management has two strategic important pillars that would educate each of the students upon graduation. The first pillar will be "Corporate

Social Responsibility" where each of the student will be equipped with the knowledge and technical skills that help corporates to accelerate their transition towards net zero emission. Another strategic pillar would be training up how students actually think. Unique courses such as "Advanced Strategic Analysis" is able to provide students one of the rare experiences and learning opportunity to actually think from senior management's perspective and help them to break down complex organizational issues and lay down a solid foundation for their career development.



Kalinda WONG
*Human Resources Manager,
Alvarez & Marsal Asia Limited
(Business Consulting)*

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.



Winston CHAN
*Senior Associate,
Management Consulting -
People & Organisation, PwC*

In today's business world, Human Resources Management has evolved from a mere support function to a more strategic and advisory role. As a HR consultant, I partner with HR Leaders to solve strategic problems and create a better working world. At CityU, the Department of Management enabled me to develop essential skills and gain a well-rounded education before entering the workforce. With their support, I was able to explore my career goals and enhance my abilities to adapt to the constantly evolving world. This has greatly benefitted me in the early stages of my career.

Contact Us

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