



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



# BBA in MANAGEMENT



✓ **People Management**

✓ **Innovation Management**



✓ **International Management**



The **BBA Management** programme aims to equip students with the abilities and skills to successfully manage people and teams within an organisation and manage the organisation itself, in both local and international environments. Students will acquire the knowledge to meet management challenges including decision making, leading and motivating people, leading organisational change as well as strategising and implementing business decisions locally and internationally. The programme offers a choice of two distinctive streams: **Human Resources Management (HRM)** and **Strategy and International Management (SIM)**. Students can indicate their preferred stream at the beginning of Year 2.

## Human Resources Management (HRM) Stream

1. Prepare and develop students for a career in human resources management.
2. Provide students with knowledge of the central functions of human resources management.
3. Produce graduates with generic skills in learning, interpersonal interaction, effective communication, working individually and in teams and enhance students' creativity, emotional intelligence and business etiquette.
4. Enable students to apply critical thinking in human resources management and demonstrate sensitivity to cross-cultural issues.
5. Develop in students practical skills in key areas of people-management and technical skills required of a generalist, a specialist, or 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.
2. Allow students to understand how firms operate in the international environment and gain an in-depth understanding of the development and implementation of strategies and managerial activities in relation to cross-border business activities.
3. Enable students to understand different elements and pathways of entrepreneurship and develop skills to conduct strategic entrepreneurship analysis in different contexts.
4. Help students assess how firms from emerging markets can expand and compete internationally, especially in the increasingly important Asia Pacific region.
5. Equip students with the analytical skills to write up a business proposal in the organization.



# 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.



# Bonus Features

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

# 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**

*EY*

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 in 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. This gave me the opportunity to interact with the local Spanish people. Exchange is a journey that help you grow. 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 student 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. 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.

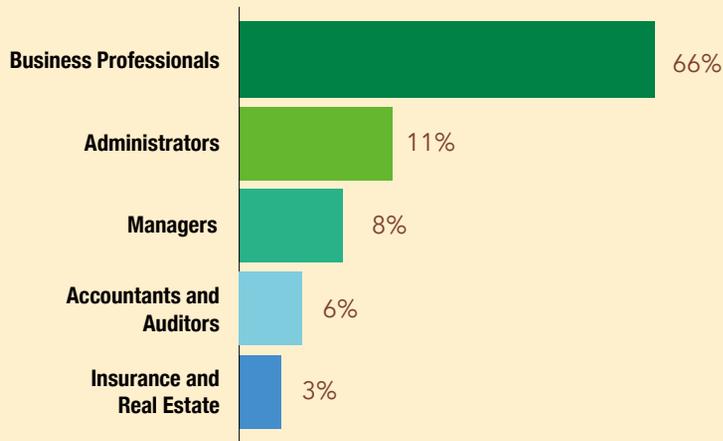




## Exciting Career Prospects

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. Graduates have secured positions at prominent organizations, such as Bank of China, EY, Hong Kong Jockey Club, Hospital Authority, HSBC, KPMG, Morgan Stanley, and PwC. Graduates work 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



# 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.



**Winston CHAN**  
*Manager*  
*HR Projects and Transformation*  
*Brink's*

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.



**Tristan LAU**  
*Vice President*  
*Commercial Banking (Corporate)*  
*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.



**Hailey CHAN**  
*Global Human Resources*  
*Analyst*  
*Bank of America*

I recently graduated with a Bachelor's degree in Business Administration, specializing in Human Resource Management. During my time at the university, I gained extensive theoretical knowledge and practical application in HRM, which opened up a path for me to secure five remarkable internships, two of which were at Big Four firms and the other three at leading banks.

Not only did I learn the textbook knowledge, but the program also taught me the real-world application and situations I would encounter, which instilled me with a great deal of confidence. Even before completing my degree, I had received several job offers waiting for me. I am now incredibly excited to embark on my next chapter.

## Contact Us

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