BBA — Management

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 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 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.
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 2016 secured a job shortly after graduation. The average salary of our fresh graduates in 2016 was HK$14,666. The graduates were working in over 80 different companies in Hong Kong. Employers of our graduates include well known organizations, such as Li & Fung Limited, Hospital Authority, The Wharf (Holdings) Limited, PricewaterhouseCoopers Limited, Hong Kong Productivity Council and Morgan Stanley. Job positions include management trainee, human resource assistant, flight attendant, auditor, training officer, analyst.

Bonus Features

- Career Development Program
- Entrepreneurship Project
- Internship
- Scholarships
- Social Activities
- Student Exchange Programs
- Student Mentoring Scheme
What You Will Be Studying

**Core courses**
- Corporate Social Responsibility
- Developing and Presenting a Business Plan
- International Business
- Introduction to Entrepreneurship
- Organizational Behavior & Human Resources Management

**Elective courses**
- Employment Law and Practices
- Leadership
- Management Summer Internship
- Negotiation
- Product and Service Innovation Management

**Stream Core**

**Human Resources Management (HRM) Stream**
- People & HR Analytics
- Performance & Compensation Management
- Staffing
- Talent Management: Learning and Development

**Strategy and International Management (SIM) Stream**
- Advanced Strategic Analysis
- Doing Business in Asia Pacific
- Managing Multinationals
- Strategic Entrepreneurship
Summer Internship

Summer Internship Program is designed to enhance student learning through work experience in industry during summer. This departmental program is now 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.

HO Li Shan Debbie
Year 4, BBAIB Student at New Zealand Trade and Enterprise

My internship at New Zealand Trade & Enterprise is a very fruitful experience. I have got the chance to reach out and communicate with various Hong Kong and Macau retailers, distributors, hotels and food service representatives. I have also gained experience in the B2B business environment by attending business events & meetings, giving presentations to business entities, communicating & arranging meetings with overseas companies. All these exposures to the real business environment have enhanced my skills in business communication as well as knowledge of making local and international trades.

CHAN Tsz Ching Jasmine
Year 4, BBAHRM Student at Urban Renewal Authority

I worked as a summer intern in the Corporate Service Department of Urban Renewal Authority. My responsibility is to participate in the authority’s publication, be in charge of updating official website, organize the documents of all departments and handle data entry.

In this internship, I have enhanced my attention to details. For the publication, I must be careful of the message sent out and the overall presentation. This working attitude is valuable to my career growth. In addition, I have learnt to be a good team player. For example, I have to coordinate with different departments and the board to complete my job duty. I have understood the importance of departmental operation in running a company smoothly.

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
Year 4, BBAHRM student

In Semester B 2016/17, I was at 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

CHAU Yau
Year 4, BBAHRM 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

Karl Chan
Deputy Manager of Japanese Corporate Department
Bank of Tokyo-Mitsubishi UFJ
BBAIBJ Graduate

Business knowledge is undoubtedly crucial for a job in the business sector. I would say social communication skills are important for a successful career, especially when we have to work as a team. The BBA(IBJ) Programme (now SIM stream) provided me with professional knowledge and helped me develop a keen business sense. It also provided the chance to develop my interpersonal skills through a series of activities. I found that what I gained from the Department of Management is practical and relevant to my workplace.

Kalinda Wong
Associate, People, National Australia Bank
BBAHRM 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 programme 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
Senior Organisational Development Executive
Jebsen Group
BBAHRM 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 programme in the Department of Management, you will have a chance to learn contemporary HR practice, cooperate with classmates for business projects, and meet with different students around the world. Are your ready for a fruitful journey?

Contact Us

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