

Graduate Profile of Bachelor of Business Administration (Honours)

Qualification Title	Bachelor of Business Administration (Honours) 工商管理榮譽學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management
Other Area of Study / Training	Services
Sub-area (Other Area of Study and Training)	MICE and Event Management
Programme Objectives	<p>The Programme aims to produce responsible and respectable graduates who are academically and professionally educated in the respective business disciplines and can fulfil the role of making contributions to society. The Programme Objectives are:</p> <ol style="list-style-type: none"> 1 To provide students with a broad learning experience for their intellectual development as future professionals in the respective fields; and 2 To enhance students' integrity and capacity for personal development as ethical and caring persons who can make informed decisions in their future careers and personal lives.
Programme Intended Learning Outcomes	<p>Graduates are expected to attain the following Programme Intended Learning Outcomes upon completion of the Programme:</p> <ol style="list-style-type: none"> 1 Integrate and apply a broad range of knowledge vital to the business environment; 2 Apply problem-solving and analytical skills to decision-making and management; 3 Apply ethical reasoning and critical thinking in the performance of personal and professional responsibilities;

- 4 Communicate effectively in formal and informal settings;
- 5 Produce professional documents to a good standard;
- 6 Demonstrate teamwork and self-management skills in their learning for further development as a lifelong learner;
- 7 Demonstrate broad perceptual and conceptual horizons and knowledge of life and a global perspective;

Accountancy Major Stream

- 8A Describe and explain conceptual and practical aspects of various mainstream accounting disciplines;
- 9A Explain, analyse and apply rules and regulations issued by relevant authorities; and
- 10A Demonstrate and apply ethical concepts in various mainstream accounting disciplines.

Corporate Management Major Stream

- 8B Comprehend and apply accounting, taxation, finance, information systems and administrative knowledge in managing firms' resources in achieving organisational goals;
- 9B Demonstrate the knowledge and skills in planning, implementing and monitoring business strategies that are required for effective corporate management; and
- 10B Analyse the legal and compliance aspects involved in company matters and demonstrate comprehensive knowledge of principles relating to good corporate governance and administration.

Information Systems Major Stream

- 8C Design information systems with appropriate processes and components in analysing and modelling business and organisational requirements;

9C Utilise appropriate IT skills, tools and applications to develop solutions for business or infrastructure problems; and

10C Apply appropriate technologies and project management skills in management and development of IT and business projects.

Marketing and Event Management Major Stream

8D Analyse the internal and external environment in the global marketplace to identify key issues in marketing or event management;

9D Apply principles, theories and models of marketing to develop marketing mix strategies and implement integrated marketing strategies in global market; and

10D Integrate event management theories to develop and implement strategies for various functions and conventions in the marketplace.

Hotel Management Major Stream

8E Integrate and apply management principles and concepts to daily hotel and tourism operations;

9E Analyse various management issues and formulate strategic plans for enhancing hotel business; and

10E Apply theories to develop hotel strategic planning for business growth and expansion to match changing environment.

Corporate Social Responsibility and Business Ethics Minor Stream

11F Recognise the social, economic, environmental and ethical issues in current business operations; and

11F Apply knowledge in ethical decision-making and corporate social responsibility projects.

Marketing Minor Stream

12G Demonstrate the ability to understand the sales and marketing operations; and

	12G Apply principles and theories of marketing to assist the implementation of integrated marketing strategies.
Education Pathways	The Programme will equip students with the knowledge, skills and academic qualifications to undertake local or overseas postgraduate degree programmes in business administration or related areas.
Employment Pathways	<p>Graduates of the Accountancy major stream may start their career as junior accountants and credit control officers, junior auditors and wealth management trainees in public accounting firms, government departments, commercial and industrial organisations and non-profit organisations. At the same time, they will go through the <i>qualification programme</i> of professional accounting bodies. After becoming a certified accountant, they could be promoted to senior accountants, managers and eventually directors or partners.</p> <p>Graduates of the Corporate Management major stream may start as company secretarial assistants, administrative and accounting assistants, client services executives, compliance officers, executive secretaries and personal assistants in private and public sectors. After qualifying for the Hong Kong Institute of Chartered Secretaries, they could become senior company secretarial officer and eventually company secretaries.</p> <p>Graduates of the Information Systems major stream may start as application developer associates, applications systems specialists, business systems specialists, information technology specialists, software specialists and systems administrator specialists in financial services, consulting firms and other business sectors. After gaining sufficient relevant experience, they could become senior management of Information Systems department.</p> <p>Graduates of the Marketing and Event Management major stream may start as account executives, administrative assistants, business development assistants, customer service executives, event management coordinators, marketing executives, sales executives and customer relations officers in the event industry as well as in the sales and marketing sector. After gaining sufficient relevant experience, they could become management of sales and marketing fields or in the event industry.</p>

	<p>Graduates of the Hotel Management major stream may start as Food and Beverage assistants, front desk assistants, guest service agents, hotel management trainees and corporate sales executives in hotels, resorts and other hospitality industries. After gaining sufficient relevant experience, they could be promoted to leading positions of different departments in hotels or related hospitality firms.</p>
<p>Minimum Admission Requirements</p>	<p><u>Year 1 Entry</u></p> <p>(a) Obtained Level 3 in Chinese Language and English Language, and Level 2 in Mathematics and Liberal Studies in the Hong Kong Diploma of Secondary Education (HKDSE) Examination; applicants' performance in two elective HKDSE subjects will be considered as bonus point in the selection process; or</p> <p>(b) Successfully completed a recognised Pre-associate Degree programme with a GPA 2.5 or above; or</p> <p>(c) Mature applicants of at least 21 years of age on 1 September of the year of admission, with suitable working experience and academic background; or</p> <p>(d) Obtained a qualification equivalent to (a) or (b) above.</p> <p><u>Year 2 Entry</u></p> <p>(a) Successfully completed a non-business Associate Degree (AD) / Higher Diploma (HD) programme; or</p> <p>(b) Successfully completed programme pitched at QF Level 4 and approved by the Institute; or</p> <p>(c) Obtained a qualification equivalent to (a) or (b) above.</p> <p><u>Year 3 Entry</u></p> <p>(a) Successfully completed a relevant AD/HD programme in business or related area; or</p> <p>(b) Successfully completed a QF Level 4 programme in business or related area and approved by the Institute; or</p> <p>(c) Obtained a qualification equivalent to (a) or (b) above.</p>
<p>Operator</p>	<p>Caritas Institute of Higher Education 明愛專上學院</p>