



Bachelor of Business Administration 工商管理學士

(Top Up Final Year 一年制銜接學位)

Programme Objectives

The Bachelor of Business Administration (BBA) is a focused distance learning business-degree completion program that develops a thorough understanding of business in its manifold aspects. Delivered via eLearning it is ideal for candidates with practical experience who do not possess the appropriate academic qualifications, aiming to obtain them by expanding and formalizing knowledge in the various fields of business. It is a combination of academic content adapted for the experienced working professional, coupled with extensive academic and industry related exposure.

課程目標

工商管理學士課程是一個遙距學習商科學位課程，幫助學員對工商業務的各個範疇有更深入的了解。具有優秀實踐經驗的學員能通過網絡學習獲得相應的學歷，並能藉此擴大和規範他們在工商業務的各項知識。課程著重將學術知識融入實際應用，廣泛探索學術及專業領域知識。

Programme Structure and Credits 課程結構及學分

Course Code 課程編號	Course 學科	Credit 學分
BBA401	Financial Management 財務管理	6
BBA402	International Business Management 國際企業管理	6
BBA403	International Marketing Strategies 國際市場策略	6
BBA404	Management Information Systems 系統信息管理	6
BBA405	Electronic Business 電子商務	6
BBA406	Managing Organizational Change and Developments 管理組織變革與發展	6
BBA407	Business Research 企業研究	6
BBA408	Human Resource Training and Development 人力資源訓練與發展	6
BBA409	Project Paper and Case Study 個案學習及專題報告	12
	Total 總計	60

Mode of Study

The programme will be delivered via on-line mode.

修讀方式

本課程以網上遙距模式修讀。

Duration

Total recommended duration is 18 months and maximum is 2 years.

修讀年期

修讀期一般為 18 個月，最長可延至 2 年。

Medium of Instruction

The programme is conducted in English or Chinese. Candidates should write and submit their project paper and case study by English or Chinese.

修讀語言

本課程採用中英雙語學習。學員亦可選擇以英文或中文撰寫個案學習及專題報告。



Assessment Methods

Assessment for this program for **all courses** will be as follows:

- 100% based assignments for all courses.
- Assignments will be a business report format of about 4,000 words (+/- 10%).
- As all assignments for all courses will use a case-study based approach, assessment criteria will include:

Summative elements: to test the students' understanding of what was covered in the syllabus and;

Formative elements: to test the students' practical application of theory.

Admission Requirements

1. 2-year Diploma, Higher Diploma or Advanced Diploma from an internationally recognized academic institution of higher learning
2. Minimum 3 years of work experience in middle management (or equivalent, respective to the profession)
3. Proficiency in English

Application Procedures

Candidates should send the following:

1. A completed Admission form (in English).
2. Two passport sized photos.
3. Passport / HKID card copy.
4. Official academic certificates and transcripts from graduated schools attended.
5. A detailed resume.
6. An academic or professional reference letters.
7. Application fee.

評核方法

本課程所有學科的評核方法如下：

- 100%以作業評核。
- 作業約 4000 字(+/-10%)。
- 作業以案例研究為主，評核標準將包括：
總結性評估：測試學員對所學習的課程的理解；
形成性評估：測試學員對實際應用理論的掌握。

入學資格

1. 持有認可院校的 2 年制文憑、專業文憑，或高級文憑，或同等學歷
2. 具至少 3 年中層管理或相等於專業人士職務的工作經驗
3. 英語水平良好

申請辦法

申請人須遞交以下資料：

1. 填妥之入學申請表(以英文填寫)
2. 兩張證件相
3. 護照/身份證影印本
4. 學歷證明，包括證書及成績單
5. 一份詳細履歷表
6. 一份學術或專業人士的推薦信
7. 繳交報名費



Program Enquiries 課程查詢



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Website: www.hktnesc.com.hk

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Email: info@hktnesc.com.hk

Notes 附註 1. The programme is conducted through purely distance learning mode. 此課程是純遙距學習課程。

2. It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.
個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。