

# Direct Application Programmes for Non-JUPAS Applicants (Face-to-face Mode)

## 非「聯招」申請人可直接申請之課程 (面授模式)

2019–20 Admission • 2019–20入學



李兆基商業管理學院  
Lee Shau Kee School of Business and Administration

Recognised by:



Recognised as an ICAEW Partner in Learning, working with ICAEW in the professional development of students



### Bachelor's Degree with Honours























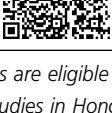
- NEW** Bachelor of Business Administration with Honours in **Accounting and Taxation**  
會計及稅務學榮譽工商管理學士
- Bachelor of Business Administration with Honours in **Business Intelligence and Analytics**  
商業智能及分析學榮譽工商管理學士
- Bachelor of Business Administration with Honours in **Business Management**  
商業管理學榮譽工商管理學士
- Bachelor of Business Administration with Honours in **Corporate Governance**  
企業管治榮譽工商管理學士
- Bachelor of Business Administration with Honours in **Finance**  
財務學榮譽工商管理學士
- Bachelor of Business Administration with Honours in **Financial Technology and Innovation**  
金融科技及創新榮譽工商管理學士
- NEW** Bachelor of Business Administration with Honours in **Finance and Real Estate**  
財務與房地產榮譽工商管理學士
- Bachelor of Business Administration with Honours in **Global Business and Marketing**  
環球商業及市場學榮譽工商管理學士

- Bachelor of Business Administration with Honours in **Global Marketing and Supply Chain Management**  
環球市場及供應鏈榮譽工商管理學士
- NEW** Bachelor of Business Administration with Honours in **Hotel and Sustainable Tourism Management**  
酒店及可持續旅遊管理榮譽工商管理學士
- Bachelor of Business Administration with Honours in **Professional Accounting**  
專業會計榮譽工商管理學士
- NEW** Bachelor of Business Administration with Honours in **Sports and eSports Management**  
運動及電競運動管理榮譽工商管理學士
- Bachelor of **International Hospitality and Attractions Management** with Honours  
國際款待及景區管理榮譽學士
- Bachelor of **Sports and Recreation Management** with Honours  
運動及康樂管理榮譽學士
- double degree** Bachelor of **Applied Psychology** with Honours, Bachelor of **Business Management** with Honours  
應用心理學榮譽學士，商業管理榮譽學士

### Bachelor's Degree

- Bachelor of Business Administration in **Banking and Finance**  
銀行及財務學工商管理學士
- Bachelor of Business Administration in **Corporate Administration**  
企業行政學工商管理學士
- Bachelor of Business Administration in **Human Resource Management**  
人力資源管理學工商管理學士
- Bachelor of Business Administration in **International Business**  
國際商業學工商管理學士
- Bachelor of Business Administration in **Management**  
管理學工商管理學士
- Bachelor of Business Administration in **Marketing**  
市場學工商管理學士
- Bachelor of **Hospitality Management**  
款待管理學士
- Bachelor of **Theme Park Management**  
主題公園管理學士





## Bachelor's Degree with Honours

Programme Title	Programme Details		Who should apply? For those who wish to ...
	Year 1 Entry	Senior Year Entry	
<b>Bachelor of Business Administration with Honours 榮譽工商管理學士</b>			
<b>Accounting and Taxation</b> 會計及稅務學 <span style="color: red; font-weight: bold;">NEW</span>			<ul style="list-style-type: none"> <li>✓ gain in-depth knowledge in accounting and sufficient exposure to PRC taxation and international taxation that prepare students for the Certified Tax Advisor (CTA) Qualifying Examinations.</li> <li>✓ graduate with double specialisation focus and benefit from the accreditation status of the professional institutions including the HKICPA, ACCA, CPA Australia and CTA Hong Kong.</li> </ul>
<b>Business Intelligence and Analytics</b> 商業智能及分析學			<ul style="list-style-type: none"> <li>✓ develop good analytical, quantitative and communication skills.</li> <li>✓ pursue jobs related to data analysis in business.</li> </ul>
<b>Business Management</b> 商業管理學			<ul style="list-style-type: none"> <li>✓ develop entrepreneurial spirit for tackling challenges encountered in the ever-changing work environment.</li> <li>✓ acquire a broad range of skills and knowledge that are needed to start, manage, or succeed in business.</li> <li>✓ enjoy a wide variety of career choices across business-related fields.</li> </ul>
<b>Corporate Governance</b> 企業管治			<ul style="list-style-type: none"> <li>✓ progress along the professional pathway to the Board.</li> <li>✓ become a corporate governance expert in listed companies and other professional services firms such as REANDA and Tricor.</li> <li>✓ entitle to exemption under the International Qualifying Scheme (IQS) of the Hong Kong Institute of Chartered Secretaries (HKICS).</li> </ul>
<b>Finance</b> 財務學	N/A		<ul style="list-style-type: none"> <li>✓ pursue the professional qualification of Chartered Financial Analyst (CFA).</li> <li>✓ undertake the roles of compliance, credit risk, investment risk, operational risk, private client banking, wealth management within banking and financial service sector.</li> </ul>
<b>Finance and Real Estate</b> 財務與房地產 <span style="color: red; font-weight: bold;">NEW</span>			<ul style="list-style-type: none"> <li>✓ learn solid foundation in finance and real estate with broad-based knowledge in investment, banking, real estate, derivatives and risk management.</li> <li>✓ develop a career as a professional banker or investment analyst, or pursue jobs in related fields such as banking, real estate, mutual funds, brokerages, insurance and business advisory services.</li> </ul>
<b>Financial Technology and Innovation</b> 金融科技及創新			<ul style="list-style-type: none"> <li>✓ develop creative and logical thinking and good communication skill.</li> <li>✓ work in IT-related managerial and support positions at financial institutions.</li> </ul>
<b>Global Business and Marketing</b> 環球商業及市場學			<ul style="list-style-type: none"> <li>✓ develop a career with business organisations that operate in multiple countries.</li> <li>✓ learn how international markets work and how to manage or market international organisations.</li> </ul>
<b>Global Marketing and Supply Chain Management</b> 環球市場及供應鏈			<ul style="list-style-type: none"> <li>✓ solve business problems in the global marketplace and understand the complexity in the logistics and operations industry.</li> <li>✓ develop an international perspective and skills in managing global supply chains.</li> </ul>
<b>Hotel and Sustainable Tourism Management</b> 酒店及可持續旅遊管理 <span style="color: red; font-weight: bold;">NEW</span>			<ul style="list-style-type: none"> <li>✓ pursue a career in the hotel and sustainable tourism industries.</li> <li>✓ develop skills to influence how tourism is managed, with the goal of benefiting local communities and protecting their environment.</li> </ul>
<b>Professional Accounting</b> 專業會計			<ul style="list-style-type: none"> <li>✓ build a career as a professional accountant.</li> <li>✓ learn about financial reporting, management accounting, assurance and risk management, financial advisory and management consultancy, forensic accounting, and tax compliance and planning.</li> <li>✓ open doors through accounting education.</li> </ul>
<b>Sports and eSports Management</b> 運動及電競運動管理 <span style="color: red; font-weight: bold;">NEW</span>			<ul style="list-style-type: none"> <li>✓ pursue a career in the sports industry.</li> <li>✓ develop skills to manage eSports teams or organise eSports events.</li> </ul>

Students of our full-time undergraduate programmes are eligible for the Government's annual subsidy of HK\$30,800\* under the Non-means-tested Subsidy Scheme for Self-financing Undergraduate Studies in Hong Kong.

\*For the 2018/19 academic year only and the amount for the 2019/20 academic year is subject to change by the Government.









## Bachelor's Degree with Honours

Programme Title	Programme Details		Who should apply? For those who wish to ...
	Year 1 Entry	Senior Year Entry	
<b>Bachelor's Degree with Honours 榮譽學士</b>			
<b>International Hospitality and Attractions Management</b> 國際款待及景區管理			<ul style="list-style-type: none"> <li>✓ pursue a career at managerial level in the hospitality industry.</li> <li>✓ gain an international perspective and knowledge of general management in the hotel, attractions and theme park business.</li> </ul>
<b>Sports and Recreation Management</b> 運動及康樂管理			<ul style="list-style-type: none"> <li>✓ build a career in the management of sports-related and leisure services.</li> <li>✓ acquire skills and knowledge required of managers and executives in the industry.</li> </ul>
<b>Double Degree with Honours 榮譽學士(雙學位)</b>			
<b>Applied Psychology, Business Management</b> 應用心理學, 商業管理		N/A	<ul style="list-style-type: none"> <li>✓ pursue a career in people-oriented jobs such as human resource management, marketing, public relations, and many more.</li> <li>✓ join the Hong Kong Psychological Society as a graduate member.</li> <li>✓ further studies in psychology for a career in psychology.</li> </ul>

Students of our full-time undergraduate programmes are eligible for the Government's annual subsidy of HK\$30,800\* under the Non-means-tested Subsidy Scheme for Self-financing Undergraduate Studies in Hong Kong.

\*For the 2018/19 academic year only and the amount for the 2019/20 academic year is subject to change by the Government.

## Bachelor's Degree

Programme Title	Programme Details		Who should apply? For those who wish to ...
	Senior Year Entry		
<b>Bachelor of Business Administration 工商管理學士</b>			
<b>Banking and Finance</b> 銀行及財務學			<ul style="list-style-type: none"> <li>✓ manage money wisely.</li> <li>✓ undertake the roles of compliance, credit risk, investment risk, operational risk, private client banking, wealth management within the banking and financial services sector.</li> </ul>
<b>Corporate Administration</b> 企業行政學			<ul style="list-style-type: none"> <li>✓ take advisory and compliance roles to corporations.</li> <li>✓ become a company secretary in multiple, well-established corporations.</li> <li>✓ entitle to exemption under the International Qualifying Scheme (IQS) of the Hong Kong Institute of Chartered Secretaries (HKICS).</li> </ul>
<b>Human Resource Management</b> 人力資源管理學			<ul style="list-style-type: none"> <li>✓ develop a holistic understanding of different functions of human resource management and their inter-relationships.</li> <li>✓ pursue a career as a human resources generalist or a human resources specialist.</li> </ul>
<b>International Business</b> 國際商業學			<ul style="list-style-type: none"> <li>✓ develop a global mindset and understand different business management practices.</li> <li>✓ understand how the global economy works and develop strategic plans for international operations.</li> </ul>
<b>Management</b> 管理學			<ul style="list-style-type: none"> <li>✓ develop a broad perspective of businesses and acquire practical knowledge and skills in different aspects of management.</li> <li>✓ enhance career opportunities in a wide range of business-related fields.</li> </ul>
<b>Marketing</b> 市場學			<ul style="list-style-type: none"> <li>✓ pursue a career in advertising, marketing and public relations.</li> <li>✓ acquire skills and knowledge in developing marketing strategies and managing marketing operations.</li> </ul>
<b>Bachelor's Degree 學士</b>			
<b>Hospitality Management</b> 款待管理			<ul style="list-style-type: none"> <li>✓ turn their inner sense of hospitality into a personally satisfying and financially rewarding career.</li> <li>✓ gain knowledge and skills needed to succeed in hotel and tourism management.</li> </ul>
<b>Theme Park Management</b> 主題公園管理			<ul style="list-style-type: none"> <li>✓ pursue a career in the attractions industry.</li> <li>✓ develop knowledge and skills required for managing visitor attractions such as theme parks, museums and heritage sites.</li> </ul>

## Application

The academic year will start in September.



Applicants Application Deadlines	Local Applicants	Non-local Applicants#
	1st round	March 2019
2nd round	August 2019	May 2019

# Such applicants require student visas/permits issued by the Hong Kong Immigration Department to enter Hong Kong for the purpose of education.

Applications must be submitted online and will normally be processed on a first-come, first-served basis. Applicants should submit their application along with the required supporting documents early. Applications without supporting documents will not be processed and may cause delays.

## Admission Interview

Applicants may be required to attend an admission interview and/or written test.

## Entry Requirements

### Year 1 Entry

Applicants with Hong Kong Diploma of Secondary Education (HKDSE) qualifications are required to obtain Level 3 or above in Chinese and English, as well as Level 2 or above in Mathematics, Liberal Studies and an elective subject (or its equivalent).

- Applicants with local qualifications other than HKDSE or non-local qualifications should view the entry requirements via the QR code.



\* Applicants who only have HKDSE Examination results should apply for the Bachelor's Degree with Honours programmes (Year 1 entry) through JUPAS. Applicants who have already applied through the 2019 JUPAS scheme are NOT eligible to apply for the Bachelor's Degree with Honours programmes (Year 1 entry) through direct application.

### Senior Year Entry

To be admitted via senior year entry, applicants must satisfy the following entry requirements:

- an Associate Degree / Higher Diploma (or its equivalent) in a business related discipline from a tertiary institution recognised by the University;

OR

- an Associate Degree / Higher Diploma (or its equivalent) in a non-business related area from a tertiary institution recognised by the University upon completion of a **bridging programme** offered by OUHK.

Lee Shau Kee School of Business and Administration aims to not only provide quality education to students, but also ensure that students have ample opportunities to delve into various student activities. By taking part in these activities, students are able to prepare themselves for the work environment and improve interpersonal communication skills. A wide range of student activities is organised by the School with the objective to enrich their knowledge, develop and improve their personal skills and thus, granting them a distinct competitive edge in the ever-changing business world. Four of the student activities are highlighted as below:

## A-Team Student Development Programme

The Programme is designed for elite full-time business students to further develop their talents and potential through a series of workshops, seminars and training sessions. Students are also offered valuable mentoring and skill enhancement opportunities.

## Internships

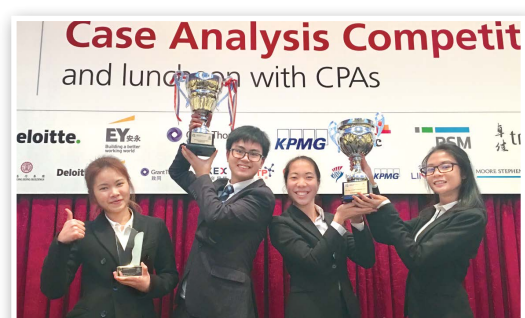
Prominent local and international organisations offer internship opportunities to our students in spring and summer, providing them with practical commercial experience which can enrich their CVs for graduate employment.

## Cross-border Study Tour cum Internship

Students participate in the study tour cum internship organised by the Financial Services and the Treasury Bureau of the HKSAR Government and the Shanghai Municipal Government Financial Services Office in Shanghai annually.

## Study Tours

A number of study tours are available to students, enabling them to develop a global perspective through understanding of the social, cultural and economic environments in different countries and cities.





# PROFESSIONAL RECOGNITION

Our business programmes are recognised by a number of professional institutions, and a range of exemptions has been granted to our graduates. The information provided here is for reference only. It is the student's responsibility to confirm the exemptions and recognition with the relevant professional institutions. Please scan the QR code for details.



## Association of Chartered Certified Accountants (ACCA)\*



Graduates of Bachelor of Business Administration / Bachelor of Business Administration with Honours programmes may claim exemptions of up to a maximum of nine papers (out of fourteen papers) of the ACCA examinations. For mapping of OUHK courses to be exempted for ACCA examination papers, please refer to the ACCA website.



\* *In order to apply for corresponding paper exemptions, students must have completed the programme and have passed their courses at the OUHK before completion of the programme. The exact number of exemptions depends on which corresponding OUHK courses students have passed before completion of the programme at OUHK.*

## Association of International Accountants (AIA)



Graduates of BBA in Accounting, BBA (Hons) in Accounting, BBA non Accounting and BBA (Hons) non Accounting programmes may claim exemption of the AIA Professional Examinations up to a maximum of twelve papers (out of sixteen papers) on the basis of the completion of corresponding OUHK courses. For mapping of OUHK courses to be exempted for AIA examination papers, please refer to the AIA website.



## Chartered Financial Analyst (CFA) Institute



Bachelor of Business Administration with Honours in Finance is a CFA Institute University Affiliation Program. This status is granted to institutions whose degree programme(s) incorporate(s) a significant portion of the CFA Program Candidate Body of Knowledge (CBOOK), which provide(s) students with a solid grounding in the CBOOK and position(s) them well to sit for the CFA exams. For details, please refer to the CFA Institute website.



## CPA Australia



Graduates of the Bachelor of Business Administration with Honours in Professional Accounting may claim exemptions of all eight papers at Foundation Level of the CPA Program. For details, please refer to the CPA Australia website.



## Hong Kong Institute of Certified Public Accountants (HKICPA)



Bachelor of Business Administration with Honours in Professional Accounting is accredited by the HKICPA as approved accounting degree programme under HKICPA's Qualification Programme (QP). Graduates will be eligible for registration as students of the HKICPA under the QP.

OUHK's BBA programmes are accepted by HKICPA as recognised degree programmes. That is, our BBA degree holders who have completed a HKICPA's recognised conversion programme will be eligible for registration as a student of the HKICPA under the QP. For details, please refer to the HKICPA website.



## Hong Kong Institute of Chartered Secretaries (HKICS)



## Institute of Chartered Secretaries and Administrators (ICSA)



Graduates of the Bachelor of Business Administration with Honours in Corporate Governance are eligible for exemptions from all four subjects of the Professional Programme Part One of the International Qualifying Scheme (IQS) of HKICS. For details, please refer to the HKICS website.



## Hong Kong Institute of Human Resource Management (HKIHRM)



BBA Holders who have completed the HRM concentration are qualified to apply to become Associate Members of the Institute. If they have no less than 8 years of HR work experience, including having demonstrably worked at a professional/managerial level during the 3 years immediately preceding the date of application, they are qualified to apply to become Professional Members. For details, please refer to the HKIHRM website.



## The Institute of Chartered Accountants in England and Wales (ICAEW)



The University is recognised as an ICAEW Partner in Learning, working with ICAEW in the professional development of students. For details, please refer to the ICAEW website.



## Non-means-tested Subsidy Scheme for Self-financing Undergraduate Studies in Hong Kong

Under the non-means-tested Subsidy Scheme, students of our full-time undergraduate programmes (except SSSDP programmes) are eligible for the Government's annual subsidy of up to HK\$30,800\*. For details, please scan the QR code.



\* For the 2018/19 academic year only and the amount for the 2019/20 academic year is subject to change by the Government.

## Financial Assistance from Government

Students of full-time programmes in OUHK may apply for the following Government financial assistance schemes administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency:

- Financial Assistance Scheme for Post-secondary Students (FASP)
- Non-means-tested Loan Scheme for Post-secondary Students (NLSPS)
- Continuing Education Fund (CEF)

For details, please contact SFO directly (FASP: 2152 9000 / NLSPS: 2150 6222/ 24-hour hotline: 2802 2345 / CEF: 24-hour hotline: 3142 2277), or scan the QR code.



In addition, students who are OUHK MasterCard holders can apply for the Wing Lung Bank's six-month or ten-month Interest Free Tuition Loan (IFTL) to pay for their tuition fees. Enquiries can be made to the Wing Lung Bank (2928 6668) or scan the QR code.



## Scholarships, Prizes and Financial Assistance from University and School

A number of scholarships are available for OUHK students with outstanding academic achievements; in addition, needy students can obtain financial assistance. During 2015–2018, more than 800 students in Lee Shau Kee School of Business and Administration received various scholarships, prizes and financial support, totaling over HK\$12 million.

## Global Immersion Programme

Being able to work effectively with foreigners and foreign organisations has become a very important contributor to career success in the internationalised economy. The Undergraduate Global Immersion Programmes (UG-GIP) is designed to support B&A students in developing their potential in the internationalised environment. UG-GIP aims to instill in students a deeper understanding of a foreign culture and its society and environment, and expose students to a broader overview and understanding of international business.

UG-GIP comprises of four non-credit bearing courses: BUS B081F (Year 1), BUS B082F (Year 2), BUS B083 (Year 3)\*, and BUS B084F (Year 4). These courses are designed to enhance students' intercultural awareness and communication skills and help students to develop a global mindset.

\* BUS B083F includes a study tour. Students are responsible for incidental expenses such as airfare and accommodation.

## Language of Instruction

English (supplemented by Cantonese if necessary)

## Normal Duration of Study

		Bachelor's Degree with Honours	Bachelor's Degree
Year 1 Entry		4 years	3 years
Senior Year Entry	Full-time	2 years	1 year
	Part-time (Day-off)	3.5 years	1.5 years

## Tuition Fee

The estimated tuition fee payable for each academic year will be determined by the number of credits of the courses taken by the student. A student is normally required to take 40 credits in an academic year.

Kindly note that tuition fees for 2019 intake are subject to change upon approval by the University.



## Enquiries

For enquiries on the programmes, please contact:

**Lee Shau Kee School of Business and Administration**

Tel: 2768 6940

Email: [ba\\_admissions@ouhk.edu.hk](mailto:ba_admissions@ouhk.edu.hk)

Website: [www.ouhk.edu.hk/ba](http://www.ouhk.edu.hk/ba)



For enquiries on the admission, please contact:

**Admissions and Enrollment Office (Full-time Undergraduate), Registry**

Tel: 2768 8650

Email: [regftae@ouhk.edu.hk](mailto:regftae@ouhk.edu.hk)