

Unleash Your Potential – Join the Journey!

釋放潛能 - 加入商科之旅!



Admissions Enquiries 入學查詢

Registry 教務處

 2616 8750

 ugadm@LN.edu.hk

Undergraduate Admission
本科生招生

Gaokao Applicants
內地應屆高考生



Overseas and Mainland Applicants Holding International Qualifications
持有國際學歷的海外和內地申請者



Programme Enquiries 課程查詢

Undergraduate Programmes Office (UPO),
Faculty of Business
商學院本科生課程辦事處

 2616 8492

 bbaadmission@LN.edu.hk

Undergraduate Programmes
本科課程



*Faculty of
Business*
嶺南大學商學院



**Bachelor of Business Administration (BBA)
Undergraduate Programmes
工商管理本科生課程**



EDUCATION for SERVICE
作育英才 · 服務社會



Empowering Future Business Leaders! 成就未來商業領袖！



The Lingnan University's BBA (Hons)* and BBA (Hons) in RIM Programmes aim to equip students with professional business knowledge within a liberal arts education foundation for life-long learning and prepare students for leadership positions. All business courses are delivered through small classes. We combine theoretical knowledge with practical business applications. Also, we provide students with opportunities for internships, community service and overseas exchange via our academic network and business partners.

嶺南大學工商管理（榮譽）學士課程*和工商管理（榮譽）學士－風險及保險管理課程，旨在讓學生於博雅教育的根基上獲得專業的商業知識，為學生建立終身學習的基礎，並裝備學生成為領袖。課程內所有商科課堂均以小班教學模式進行，課程設計結合了理論知識和實際商業應用。此外，我們的學術及商業夥伴為學生提供不同的實習、社區服務和海外交流的機會。



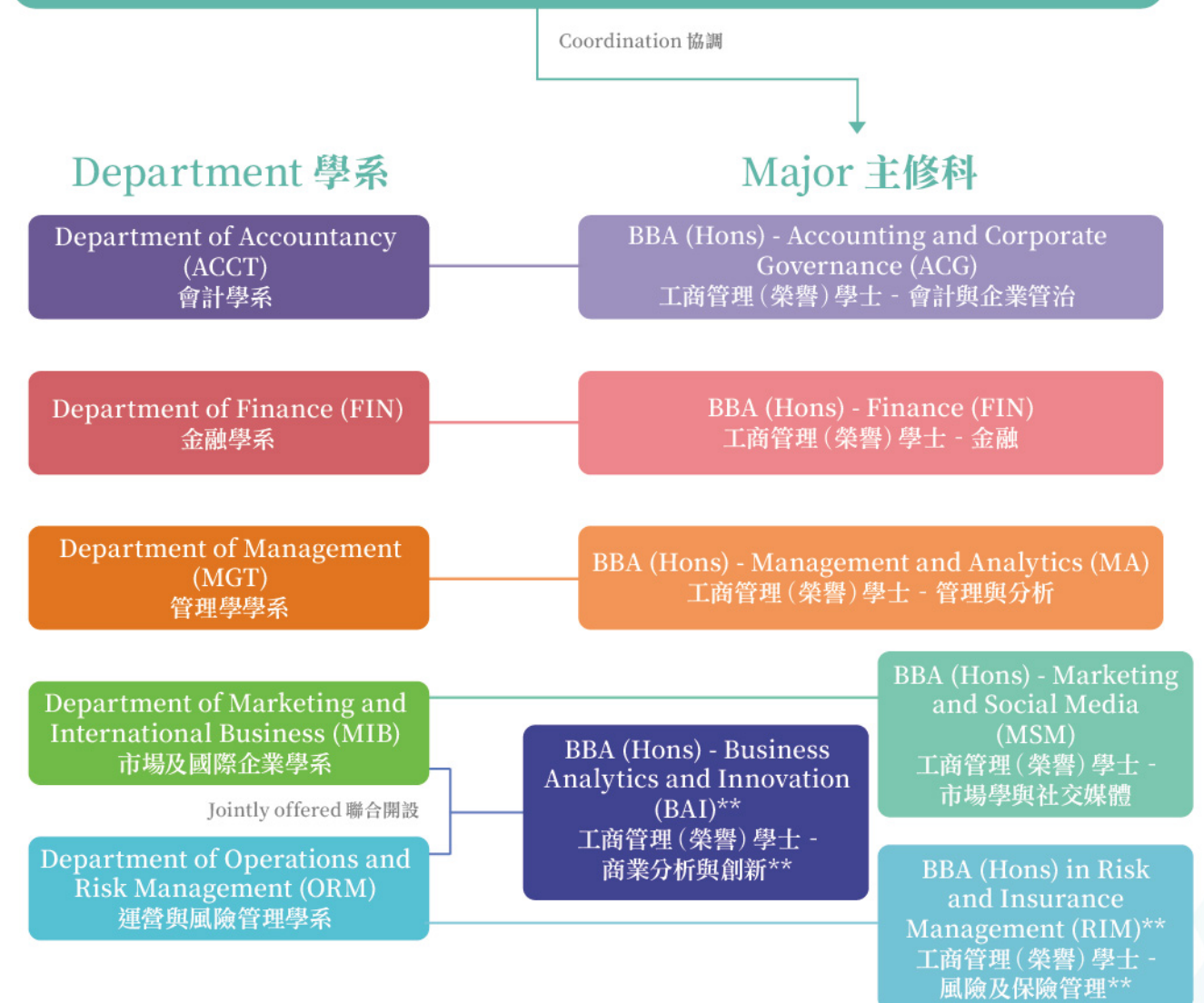
Our business programmes are well recognised by international professional associations. We received accreditation from the Association to Advance Collegiate Schools of Business (AACSB) and have set up the Lingnan University Honors Chapter of Beta Gamma Sigma (BGS) to recognise students with their outstanding academic achievements. Our graduates are exempted from certain professional examination papers or become members of some professional associations.

嶺南大學工商學院的工商管理課程獲多個國際專業學會認可，更獲得 AACSB 認證，並設立 Beta Gamma Sigma (BGS) 嶺南大學榮譽分會，以表揚學生的傑出學術表現。畢業生更可獲豁免部份專業試試卷或成為專業學會會員。

The BBA programmes are under the coordination of the Undergraduate Programmes Office (UPO) of Faculty of Business and operated by five Business Departments. In addition, we provide self-financed programmes and a variety of minor options.

工商管理本科生課程由商學院本科生課程辦事處(UPO)負責協調，並由五個商業學系運營。此外，我們還提供自資課程和多種副修課程選擇。

Undergraduate Programmes Office (UPO), Faculty of Business 商學院本科生課程辦事處



*Starting from the academic year of 2025-26, the admissions model of BBA(Hons) programme was changed from broad-based to programme-based.

自2025-26學年起，工商管理（榮譽）學士課程的招生模式，已從大類招生改為分科招生。

**Both UGC-funded and self-financed programmes on offer
提供政府資助課程及自資課程

BBA (Hons) – Accounting and Corporate Governance (ACG)

工商管理 (榮譽) 學士 — 會計與企業管治



Highlights 課程特色

All-rounded Curriculum 全方位學習課程

The Department of Accountancy is dedicated to educating professional accountants and corporate governance professionals with all-rounded training complemented by the distinctive liberal arts environment of Lingnan University. Students will go through a focused training programme, equipping them with both theoretical and practical knowledge to deal with existing and new challenges in an increasingly complex business environment.

通過嶺南大學獨特的博雅教育，會計學系致力於培養全面的專業會計師和企業治理專才。學生將接受專門的培訓，掌握理論和實踐知識，以應對日益複雜的商業環境和新挑戰。

Professional Recognition 專業認可

The curriculum is designed to prepare the students to acquire the core knowledge needed to pursue the internationally recognised professional designations, such as HKICPA, ACCA and HKCGI. Through our distinctive education process, we develop professionals who possess the analytic, communication and judgment skills required for a career in practice, industry, government and other organisations.

課程設計讓學生掌握獲取國際認可專業資格所需的核心理論知識，例如香港會計師公會、特許公認會計師公會和香港公司治理公會。透過我們獨特的教育過程，培養學生成為具備分析、溝通和判斷能力的專業人士，為在事務會計、產業會計、政府及其他機構中的職業生涯做好準備。



Practical Training 實務培訓

Emphasise market needs and provide students with work-based learning opportunity that supports their career planning.

重視市場需求，提供以實務工作為主的學習機會，助學生探索職業發展路向。

Student Achievements 學生成就



Chong Wing Yu Clara (Year 3, Accounting and Corporate Governance) won 3rd Runner-Up in the Outstanding Cadet of the Year at EY Academy.

會計與企業管治的三年級學生莊穎茹獲安永會計師事務所明日領袖計劃頒發「年度優秀學生」殿軍。



Liu Chun Hei (Year 3, Accounting and Corporate Governance) won the Runner up of the Smart Airport Challenge 2025 with Teammates.

會計與企業管治的三年級學生廖俊禧與隊友榮獲 2025 智能機場挑戰賽亞軍。

BBA (Hons) – Business Analytics and Innovation (BAI)

工商管理 (榮譽) 學士 — 商業分析與創新

Highlights 課程特色

Comprehensive and Innovative Curriculum 全面且創新的課程

This major, jointly offered by the Department of Operations and Risk Management and the Department of Marketing and International Business, provides a broad coverage of essential professional knowledge such as e-Business, Information Systems, Operations Management, Data Science, and Artificial Intelligence. The innovative curriculum is designed to equip students with the skills and knowledge to thrive in the dynamic digital landscape.

本專業由運營與風險管理學系及市場及國際企業學系聯合開設，涵蓋廣泛的專業知識，包括電子商務、資訊系統、運營管理、數據科學及人工智能。此創新課程旨在培養學生具備在不斷變化的數碼環境中發展和成功的技能和知識。

Practical Training and Entrepreneurial Culture 實踐培訓與創業文化

The major includes practical training that encourages a culture of "start-ups" and entrepreneurship. Students will have the opportunity to develop start-up plans, fostering an entrepreneurial spirit that is vital for success in the rapidly evolving digital economy.

本專業提供實踐培訓，鼓勵創業文化和企業家精神。學生將有機會制定創業計劃，培養在快速發展的數碼經濟中取得成功所需的創業精神。



BAI
商業分析與創新

Preparation for Future Digital Economy 面向未來數碼經濟的準備

With the business market expanding at an unprecedented rate across various industries, this major prepares students to excel in the rapidly evolving digital economy.

隨著商業市場在各個行業中，以前所未有的速度擴展，本專業為學生在快速發展的數碼經濟中脫穎而出做好準備。

Student Achievements 學生成就

Zhao Yangchun (Year 4, Digital Business*) and his team have been awarded the Outstanding Award at the 8th "Kede Cup" National University Student Drone Aerial Photography Competition.

數碼商業*的四年級學生趙陽春和團隊獲得第八屆「科德杯」全國大學生無人機航拍競賽 - 優秀獎。

*Starting from the academic year of 2025-26, 'Digital Business' was renamed to 'Business Analytics and Innovation'.
自2025-26學年起，「數碼商業」已更名為「商業分析與創新」。



BBA (Hons) – Finance (FIN) 工商管理 (榮譽) 學士 — 金融

Highlights 課程特色

Comprehensive Finance Education 全面金融教育

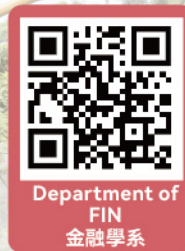
The Department of Finance offers a robust business education foundation, focusing on key financial disciplines such as investment, corporate finance, and understanding financial institutions and intermediaries, to fill the market's need for broad-based and sophisticated finance knowledge.

為滿足市場對廣泛而精深的金融知識的需求，金融學系提供穩固的商業教育基礎，專注培養金融領域的專業知識，如投資、公司財務以及對金融機構和仲介的理解。

Customisable Curriculum 訂製化課程

The curriculum balances core courses with a diverse range of electives, allowing students to customise their learning experience to align with their personal interests and professional aspirations, including financial technology (fintech) and regulatory technology (regtech).

課程平衡了核心科與選修科，讓學生能根據興趣和職業來訂製學習體驗，包括前沿的金融科技和合規科技等領域在內的課程。



Department of
FIN
金融學系

Career Readiness and Professional Recognition 就業準備與專業認可

Students are equipped with the knowledge and skills necessary to navigate the complexities of the finance industry and are well-prepared for a range of high-demand professional roles. They may also be eligible for certain exemptions from the examinations of well-known professional bodies.

學生配備應對複雜多變的業內環境所需的知識和技能，為各種高需求的專業角色做好充分準備，並且可以獲得一些專業機構考試的豁免資格。



Bloomberg

Student Achievements 學生成就

Alina Serik (Year 4, Finance) received an Award of Merit for their project, EduChain, during the International Blockchain Olympiad (IBCOL) held in Amsterdam, Netherlands.

主修金融的四年級學生 Alina Serik 於荷蘭阿姆斯特丹舉行的國際區塊鏈奧林匹克，憑藉其項目 EduChain 獲得了優異獎。



A team consisting of four undergraduate students from our BBA programme won the championship for the 2021 S&P Global Market Intelligence Corporate Valuation Challenge Hong Kong, Macau and Taiwan.

四名嶺南大學工商管理學士課程本科生組成的團隊，贏得了 2021 年標普全球市場情報公司估值挑戰賽香港、澳門和台灣的冠軍。

S&P Global
Market Intelligence

BBA (Hons) – Management and Analytics (MA) 工商管理 (榮譽) 學士 — 管理與分析

* Starting from the academic year of 2026-27, 'Human Resource Management and Analytics' will be renamed to 'Management and Analytics'.
自 2026-27 學年起，「人力資源管理與分析」將改名為「管理與分析」。

Highlights 課程特色

Innovative and Comprehensive Programme 創新與全面課程

The Department of Management prepares future business leaders with the essential competencies needed for managing people, teams, and organisations in the era of digital transformation. With two concentrations in Global Business Management and Analytics (GBMA) and Human Resource Management and Analytics (HRMA), the major offers two specialised pathways that equip managers to harness management and people analytics, driving strategy and organisational impact.

此課程由管理學學系開辦，旨在培養未來商業領袖在數智化時代必備的核心能力，涵蓋人員、團隊和企業/機構管理的關鍵能力。此主修設有兩個專修：環球商業管理與分析(GBMA)和人力資源管理與分析(HRMA)，為學生提供兩條專業化的學習途徑，幫助管理者有效運用管理與人力分析，推動策略制定與提升組織效能。

Career Success and Professional Membership 職涯成就與專業會員資格

Our graduates secure employment at prestigious international and regional organisations such as PagePersonnel, Deloitte, and Hang Seng Bank, filling in-demand roles like management consultants, management trainees, and HR specialists, with 100% employment rate. Our graduates are eligible for associate membership of the Hong Kong Management Association (HKMA) and Hong Kong Institute of Human Resource Management (HKIHRM).

我們的畢業生在如PagePersonnel、德勤和恒生銀行等多間享譽國際及地區的知名機構獲得就業，擔任管理顧問、管理培訓生和人力資源專家等職位，就業率達 100%。我們的畢業生亦具備資格成為香港管理專業協會(HKMA)及香港人力資源管理學會(HKIHRM)的準會員。

Individualised Learning and Development 個別學習與發展機會

Students receive tailored opportunities for individualised learning, including internships, mentorship, scholarships, and business competitions. We also offer professional workshops and AI and analytics-related training to enhance employability. Students develop both technological proficiency and social and emotional skills, which are highly demanded in the future workforce and not easily replaced by technology. The programme promotes whole-person development with a global perspective.

學生將獲得個別學習機會，包括實習、指導、獎學金及商業比賽。我們還提供專業研討會以及與人工智慧和分析相關的培訓，以提升學生的就業能力。學生將在發展技術專業能力的同時，培養社交和情感技能，這些技能在未來職場中需求殷切且難以被技術取代。課程提升環球視野和實現全人發展。

Student Achievements 學生成就



Lingnan's "Team 404" won the 2022 CGMA Global Business Challenge (North Asia) Championship. The team consists of Human Resource Management students Lee Cheuk Wun (Year 4) and Chong Yuen Yau (Year 3), along with two other BBA students. Team 404 stood out in the Hong Kong preliminary round and ultimately won the Championship among ten regional teams.

嶺南團隊 Team 404 在 2022 CGMA 商業精英國際挑戰賽北亞極限賽中奪冠。該團隊由人力資源管理學學生李焯嫻(四年級)及莊苑薇(三年級)，以及兩位商學院學生組成。Team 404 在香港初賽中脫穎而出，並在十支地區團隊中最終奪冠。



A team of Human Resource Management students, Lam Wing Ki (Year 4), Lee Cheuk Wun (Year 4) and Chong Yuen Yau (Year 3), representing Lingnan in the Future HR Talents Hackathon 2022, has won 1st Runner-up among other nine teams from local universities.

代表嶺南出戰 Future HR Talents Hackathon 2022 的人力資源管理學學生藍穎淇(四年級)、李焯嫻(四年級)和莊苑薇(三年級)，在其他九隊來自本地大學的參賽團隊中脫穎而出，獲得第二名的佳績。



54th 第五十四屆畢業典禮 Congregation 2023

BBA (Hons) – Marketing and Social Media (MSM) 工商管理 (榮譽) 學士 — 市場學與社交媒體



Department of
MIB
市場及國際企業學系

Highlights 課程特色

Diverse and Innovative Curriculum 多樣化與創新課程

The Department of Marketing and International Business offers a wide spectrum of courses that train students to have adaptability, brainpower, and creativity to succeed in today's highly competitive business environment.

市場及國際企業學系提供廣泛創新的課程，着重培養學生的適應力、思維能力和創造力，以助在當今競爭激烈的商業環境中取得成功。

Global Outlook and Real-World Integration 全球視野與現實結合

The programme fosters a global outlook by inviting international scholars to join or visit, and encouraging our faculty to bridge academic research with real-world marketing and business practices.

課程注重不斷拓展全球視野，邀請國際學者加入或到訪，並鼓勵教師將學術研究與現實世界的營銷和商業實踐相結合。

Leadership and Career Success 領導力與職涯成就

Our graduates have taken up important leadership positions in various fields, including banking and finance, marketing communications, hospitality and tourism, social media, trading, and international businesses.

我們的畢業生在銀行和金融、營銷傳播、酒店和旅遊、社交媒體、貿易和國際業務等各個領域，擔任重要的領導職務。



Student Achievements 學生成就

Cheuk Hiu Fung, Aaron (Year 4, Marketing) was selected for the Sir Edward Youde Memorial Award Schemes 2022-23. The award recognised Aaron's excellent academic performance and personal qualities and potentials, including expected future contribution to Hong Kong.

市場學的四級學生卓曉峰榮獲 2022-23 年度尤德爵士紀念基金獎學金，表彰了卓曉峰出色的學術表現、個人品質及潛力，包括其對香港未來發展的預期貢獻。



Sun Kaibo (Year 4, Marketing) has been announced the recipient of the 2023 Beta Gamma Sigma (BGS) Alumni Chapter Scholarship (HK Alumni Chapter).

四年級市場學學生孫凱波榮獲 2023 年 BGS 香港校友分會獎學金。



BBA (Hons) in Risk and Insurance Management (RIM) 工商管理 (榮譽) 學士 — 風險及保險管理



Department of
ORM
運營與風險管理學系

Highlights 課程特色

Internationally Recognised Curriculum 國際認證課程

Offered by the Department of Operations and Risk Management, the programme has been designated as a Global Center of Insurance Excellence (GCIE), along with Tsinghua University, Peking University, University of International Business and Economics, and Fudan University, becoming one of the five universities in China to receive this international designation. It provides comprehensive coverage of key professional knowledge in risk management and insurance operations, equipping students with the skills needed for the banking and insurance sectors. Additionally, it provides opportunities to explore cutting-edge insurance technology, preparing students to lead in the rapidly evolving fields of insurtech and digital finance.

此課程由運營與風險管理學系開設，為全球保險卓越中心課程 (GCIE)，與清華大學、北京大學、對外經貿大學和復旦大學，成為現時中國僅有的五所獲得這國際等級認證的大學。課程為學生提供風險管理和保險運作的專業知識，配合銀行及保險業的發展，從而裝備學生應付瞬息萬變的金融行業及其帶來的挑戰。當中提供探索尖端保險科技的機會，讓學生能夠在日新月異的保險科技和數碼金融領域中引領潮流。

Career Readiness and Industry Placement 就業準備及行業職位

Graduates are well-prepared for managerial positions in insurance companies, banks, and other related financial institutions. They work as insurance underwriters, claim officers, bank executives, insurance product developers, insurance brokers, compliance officers, insurance and risk managers, risk management analysts, financial planning managers, etc.

畢業生主要從事保險、銀行和其他金融相關工作，如保險承保人、理賠主任、銀行管理階層、保險產品開發人員、保險經紀人、合規主任（或稱法規事務主任）、風險管理經理、風險管理分析師和財務策劃經理等。

Professional Qualifications for Graduates 畢業生獲得兩大國際專業資格

Graduates of this programme can obtain qualifications from two internationally renowned insurance professional institutions, namely, the Senior Associate membership of the ANZIIF (Australia and New Zealand) and the learning credits from the CII (UK) for a better preparation for the needs and challenges of the banking and insurance sectors.

本課程的畢業生可以獲得兩大國際著名保險專業機構的資格認證，分別是澳大利亞和新西蘭保險金融學會 (ANZIIF) 的資深聯盟會員資格，以及英國特許保險學會 (CII) 的專業資格學分，以應對銀行及保險行業的需求。

Student Achievements 學生成就

Chan Wai Chung (Year 1, BBA in RIM) awarded the AIA Scholarships 2021/22.

工商管理 (榮譽) 學士 - 風險及保險管理的一年級學生陳蔚宗榮獲 2021/22 友邦獎學金。



Enrich Your Business Life

拓展商業視野

Overseas Study

海外學習



Exchange Programmes 交換生計劃

A global perspective is essential for staying ahead in today's fast-paced business world. To experience different cultures, our students are encouraged to take part in the university-wide exchange programmes, with over 270 institutions around the world to choose from.

現今商業環境瞬息萬變，具備國際視野是保持領先的關鍵。我們鼓勵學生參與海外交流以體驗不同的文化面貌，合作夥伴院校已超過 270 所，遍佈全球。



Study tour to Singapore in 2024
2024 新加坡遊學團



Study tour to Malaysia in 2025
2025 馬來西亞遊學團

Study Tour 遊學團

To broaden students' global outlook, the Faculty organises international study trips which offer immersive experiences at renowned universities and corporate firms, providing students with invaluable insights and exposure to global business practices.

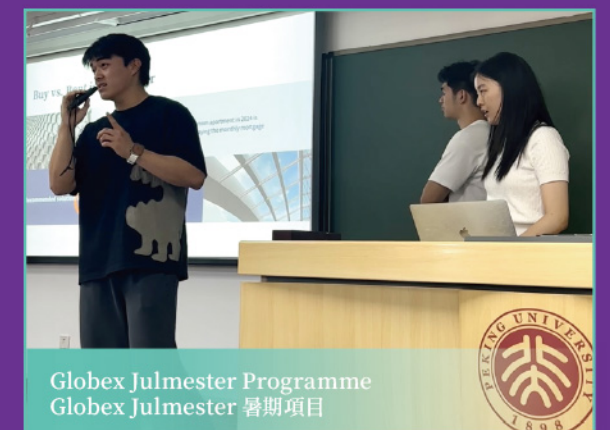
為拓展學生的國際視野，學院組織海外遊學團到訪當地的知名大學、機構和企業進行沉浸式學習，讓學生從中學學習及瞭解國際商務的最新資訊，與時俱進。

Short-term Training and Summer Camp

短期培訓及暑期項目

Overseas study opportunities enrich our students' learning experiences. With the support of the Faculty, some of our students are selected for overseas training or summer programmes, such as the Globex Julmester Programme, to study as visiting students at Peking University. The intellectual environment of these top universities fosters their professional development.

短期校外學習課程豐富學生整體的學習體驗。在學院的支持下，部分學生參加境外培訓或暑期課程，如 Globex Julmester 暑期項目，到北京大學進行訪問學習。濃厚學習氛圍有利學生的專業發展。



Globex Julmester Programme
Globex Julmester 暑期項目

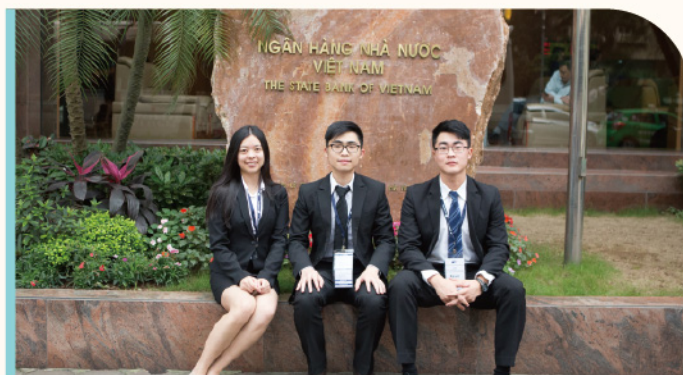




Summer Internship Programme 暑期實習計劃

The Summer Internship Programme is organised annually for non-final year students, providing them with summer internship opportunities at reputable companies. It enables students to apply classroom knowledge in real-world business settings, enhancing their marketability upon graduation.

每年舉辦的暑期實習計劃，為非畢業班的學生提供在知名公司實習的機會。學生能夠將課堂知識應用於實際商業環境中，從而提升他們畢業後的市場競爭力。



Student Enhancement Programme (SEP) 學生精進計劃

Each business department offers its own SEP. The Programme aims at enhancing learning, leadership, networking, and whole-person development of participating business students. Activities include in-house seminars, workshops, field trips, company visits, etc.

學生精進計劃旨在為參與的商科學生，加強學習、領導才能、個人網路，和全人發展。活動包括內部研討會、工作坊、實地考察和參觀企業等等。



Mock interview with Mazar's partner
模擬面試



MBTI Personality Test Workshop
性格測試工作坊



Career Workshop
職業研討會



Business Exposure 商業實踐

Leveraging our extensive network of corporate partners, the Faculty organises enrichment programmes to encourage students to engage with the real business world, explore different career choices and gain corporate insights through interaction with industry professionals.

學院積極與商界夥伴合作舉辦各類體驗課程，讓學生接觸真實的商業世界，探索不同職業選擇，並透過與行業專才的交流獲得寶貴的經驗分享。



STEM Internship Scheme 創科實習計劃

Our business undergraduates with a major in “Business Analytics and Innovation” and “Marketing and Social Media” are eligible to join the Scheme launched by the Innovation and Technology Commission of the HKSAR Government to gain I&T-related work experience during their studies. Student interns will receive the allowance subject to the arrangements of the University.

主修「商業分析與創新」或「市場學與社交媒體」的本科學生可參加由香港政府創新科技署推出的創科實習計劃，在修讀有關學科期間體驗與創科相關的工作。實習學生將按照大學的安排獲得津貼。

Business Case Competition 商業案例大賽

The Faculty places emphasis on students' analytical and presentation skills. Through collaborations with corporate partners, we organise LU Business Case Competitions where students engage in corporate decision-making process, practise on real-world problems and seek innovative ideas and marketing strategies for complex corporate challenges.

學院重點培養學生分析和演講能力，並與企業夥伴合作舉辦嶺南大學商業案例比賽，學生根據現實商業案例進行數據分析，制定適當的市場策略，為案例提出最佳的解決方案，從中熟悉商業決策的實踐流程，為未來職業發展做好準備。

Mentorship Programme 師友計劃

Supported by the AR Charitable Foundation Scholarship Scheme, the Faculty has developed the AR Mentorship Programme for undergraduates in Risk and Insurance Management which aims to provide students with exposure to the insurance industry by pairing them with seasoned insurance professional and participating in a series of training workshops and career talks.

學院推出「德和師友計劃」，提高主修風險及保險管理課程的學生對行業的認識。項目獲「德和慈善基金獎學金計劃」支持，通過為學生配對資深保險業界導師，和參與一系列職業培訓工作坊及招聘講座，提升他們的相關技能，應付未來職場挑戰。



Scholarships 獎學金

The University provides a wide variety of scholarships schemes for undergraduate students from Faculty of Business with exceptional academic performance and outstanding contribution in community services.

嶺南大學設有多項獎學金，頒予學業成績優秀及積極投入社區服務的商學院本科生。

Starting from the academic year of 2025-26, the Departments from our Faculty of Business introduced Entrance Scholarships for each Major, considering applicants' overall performance and awarding based on merit.

商學院各學系自 2025-26 學年起，新增入學獎學金予各主修科的新生，考慮申請人的整體成績及表現，擇優派發。



List of Scholarships
獎學金一覽表