



DEPARTMENT OF MANAGEMENT

**Bachelor of Business Administration
(Honours)**

Human Resource Management and Analytics

JUPAS CODE: JS7214



BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) HUMAN RESOURCE MANAGEMENT AND ANALYTICS

PROGRAMME FEATURES

- The innovative curriculum integrates HR management with technology and data science.
- Prepares students to navigate the complex HR-technological landscape.
- Enhances human values along with technological proficiency.

KEY AREAS:

- Leading and motivating employees.
- Enhancing performance and well-being.
- Managing innovation and change.
- Promoting ethics and sustainability.
- Utilizing HR data and analytics.
- Adapting to the evolving nature of work with AI advancements.

FACULTY & STUDENT ENRICHMENT OPPORTUNITIES:

- Dedicated faculty with a student-centric approach.
- Tailored opportunities for individualized learning and development.
- Offerings include internships, mentorship, scholarships, certifications, workshops, and more.
- Participation in competitions from local to international levels.

CAREER PROSPECTS AND PROFESSIONAL RECOGNITIONS:

- Recent graduates secured positions at prestigious organizations including Deloitte and Hang Seng Bank.
- Roles include management trainees and HR specialists.
- 100% employment **within four months**, with over half in HR-related jobs.
- Eligible for associate membership at Hong Kong Institute of Human Resource Management (HKIHRM).



PROGRAMME STRUCTURE

(*Subject to University's Approval)

HRMA REQUIRED COURSES

- Human Resource Planning and Staffing
- Performance and Compensation Management
- Human Resource Analytics

HRMA ELECTIVE COURSES

- Training and Development
- Leadership and Teamwork
- Industrial Relations and Employment Law
- Digital & Sustainability Transformation
- Be Future Ready! Work and Organisation in the Digital Era
- Quality and People
- Management of Innovation and Change

CHARTING SUCCESS TOGETHER



All students in the **BBA (Honours) in HRMA programme** may register for one or two Minor Programmes, with more than **40 available options**.

Minor Programmes (Business Related)

- Accounting
- Business
- Business Psychology
- E-Business
- Economics
- Entrepreneurship
- Finance
- Global Business
- Global Economics and Banking
- Law in Business
- Marketing
- Risk and Insurance Management



Discover More About Minor
Programmes and Choices

EXCLUSIVE SCHOLARSHIPS FOR HRMA STUDENTS

1. The Professor Dean Tjosvold Scholarship

Scholarship Overview and Recognition:

- Prof. Dean Tjosvold' Emeritus Professor of Management
- Recognized as a top 2% scientist by Stanford University.



Prof. Dean Tjosvold

Scholarship Highlights:

- Available to exceptional students with a GPA of 3.0 or above.
- Preference for candidates with leadership /service experience in Management, Business, or Social Work.
- Offers development opportunities like networking, mentorship, and special programs

2. Department of Management Scholarships

3. Department of Management

Student Enhancement Programme Scholarships

AWARDS PRESENTATION CEREMONY
獎學金頒獎典禮 2023-24



47.5%

of our HR major students are
scholarship holders

*Source: Department of Management 2024

Find Out More About Our Scholarships



Graduate Placement

Bridging Education and Career Success

JOB EXAMPLES

 華人置業集團
CHINESE ESTATES HOLDINGS LIMITED
Human Resources Assistant -
Chinese Estates Holdings Limited

 ISS FACILITY SERVICES
Recruitment Assistant -
ISS Facility Services Limited

 恒生銀行
HANG SENG BANK
Human Resources Officer -
Hang Seng Bank

 Page Personnel
Assistant Consultant -
Page Personnel

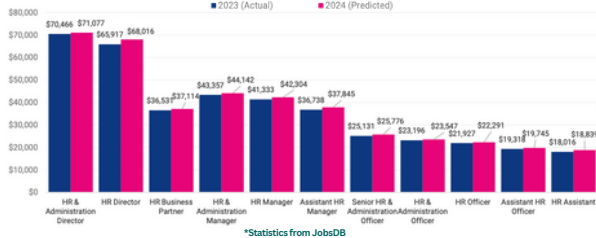
 Deloitte.
Audit & Assurance Associate -
Deloitte Touche Tohmatsu

 iHASHING
Administrator -
iHashing Technology Company Limited

 BRAVO
TRANSPORT
People Service Assistant -
Bravo Transport Holdings Limited

 LALAMOVE
Junior Associate, People Operations -
Easy Mobile Logistics HK

Average Monthly Salary 2023 (Actual) vs 2024 (Predicted) (Human Resources – by Job Position)



HRM Graduates: Employment Success & Income Trends

HKD 19,000 +

Monthly Average Income Range for Full-Time Employed HRM Graduates

100%

of HRM graduates spend within four months seeking employment, with 83.3% securing jobs within two months.

*Statistics are from the Graduate Employment Survey Results of Human Resource Management (HRM Graduates) 2023

Top Global Standings

Ranks
2nd Worldwide
for “Quality Education”
(QS World University Rankings 2023)



Ranks
1st
in Internationalisation
(QS World University Rankings 2023)



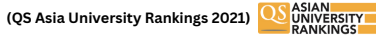
**QS Five Plus Stars
Institution**

QS 5-Stars Assessment  STARS

Ranks
1st
International Faculty
(QS Asia University Rankings 2021)



Ranks
1st
Inbound Exchange Students
(QS Asia University Rankings 2021)



Ranks
1st

Inbound Exchange Students



4000+

Undergraduate
Students

1/5

of Students Are Non-Local
(Including Exchange
Students)



 Guarantee two years of
accommodation in the
student hostel

Liberal Arts Education in the Digital Era

 Close Faculty-Student Relationship



Academic Advisor

Every student will be assigned an academic advisor

70%

Academic Staff have
International background /
experience



Small Class Size

The average number of UG
students per class is 21



Global Learning
& Internship



With more than 270 partner institutions in
more than 50 countries/regions

EMPOWERING LEARNERS TO

Excel and Compete



STUDENT ACHIEVEMENTS & COMPETITION



CGMA Global Business Challenge (North Asia)

HRM students, as two of the team members, representing Hong Kong won the CGMA Global Business Challenge (North Asia)



The Future HR Talents Hackathon

HRM students won 1st Runner-up at the Future HR Talents Hackathon



STUDENT ENHANCEMENT PROGRAMME (SEP) Unlocking Your Potential

- Broaden horizons: Attend diverse activities.
- Achieve learning goals: Develop key skills.
- Boost confidence and leadership: Compete, receive mentoring
- Enhance whole-person development: Engage in extracurriculars
- Merit-based selection: Evaluated on achievements



OVERSEAS EXCHANGE OPPORTUNITIES

- Global Engagement: Experience diverse cultures through international exchanges.
- Diverse Partnerships: Study at leading institutions in China, the US, UK, Europe, Japan, and Korea.
- Valuable Opportunities: Broaden your horizons and enrich your academic journey.



MEMBERSHIP

AACSB Accreditation:



AACSB
ACCREDITED



AACSB
Business
Education
Alliance
Member

BETA GAMMA SIGMA
Accreditation:



BETA GAMMA SIGMA
THE INTERNATIONAL BUSINESS HONOR SOCIETY

Global Standards: AACSB sets the highest standard in business education. 6% of the world's leading business schools achieve AACSB.

- **International Business Honor Society:**
Members are in the top 10% of undergraduate students, synonymous with the highest standard of academic excellence.

ALUMNI SHARING

An enriching education revolves around one's ownership of it. At Lingnan University, I am inspired daily by the tools and freedom I am given to pave my own unique management and liberal studies path. The BBA Programme has an unparalleled interdisciplinary curriculum that truly challenges and excites me. Here, students are shaped into enterprising individuals who have valuable insights to offer.

Hanna Boon

Alumni of BBA (Hons) in
Human Resource Management
(Graduated in 2021)



GENERAL ENTRANCE REQUIREMENTS

Applicants must have obtained the following minimum requirements in the Hong Kong Diploma of Secondary Education (HKDSE) examination:

JUPAS

Subject Weight X 1.5

Chinese
Language

Level 3

English
Language

Level 3

Mathematics
Compulsory
Part

Level 2

Citizenship &
Social
Development

Attained

Two
Elective
Subjects

Level 2



Learn More About Degree and
International Entrance Requirements

M1 / M2

Economics

**Business, Accounting and
Financial Studies (BAFS)**

**Information and
Communication Technology**

Why Choose Us?

4
QUALITY
EDUCATION



Quality Education

- Lingnan University is a global leader in quality education, ranked **2nd worldwide by QS World University Rankings 2023**
- Inclusiveness and equality are central to its core functions.
- The university promotes excellence in knowledge transfer.
- Lingnan's initiatives foster equality in education and society.

8
DECENT WORK AND
ECONOMIC GROWTH



Decent Work and Economic Growth

- Lingnan University values employees' well-being, health, and work-life balance.
- These aspects are considered as important as economic benefits.
- We conduct research on labour issues, including psychological health and working conditions.

Contact Us

 2616 8310

 <https://www.ln.edu.hk/mgt>

Admission Link

 <https://apply.ln.edu.hk>

