

Bachelor of Social Sciences (Honours) in Business Psychology

商業心理學(榮譽)社會科學學士課程

BSSBP

the pioneer in the region to integrate psychology and business in operation
全港首個結合商業及心理學的學士課程

PSYCHOLOGY THEORIES AND SKILLS FOR BUSINESS 商業心理學理論和技巧

With the complexities of modern working life in Hong Kong, companies have to meet an ever-increasing demand for coherence within their organisation and strong relationships between staff, management and customers. These demands create a definite need for human resource policies and marketing strategies. Psychological theories and practices are fundamental to improve workplace practices and interaction with customers. Psychology knowledge also helps managers at all levels of organisations select, support, motivate and train employees. It also helps businesses design desirable products and build better relationships with customers.

Business psychology offers students the theories and skills needed to succeed in understanding what consumers want and the nuances of product design to obtain the perfect alignment of the needs of people, workplaces and organisations, and promote the awareness of what motivates and influences people that drives business. Integrating management studies with the critical and analytical methods of psychology, business psychology helps students pursue careers in personnel management, training and development, human resource management and employee and customer relations.

鑑於現今香港工作環境的複雜性，企業為了制定更有效的人力資源政策和市場策略，對瞭解機構自身、管理層、員工以及顧客之間關係的需求日益增加，而心理學理論和實踐則可以改善工作方法和與客戶間的互動關係。心理學知識亦可以幫助各級別的管理人員去選拔、支持、激勵和培訓員工，幫助企業設計合意的產品並與客戶建立良好的關係。

本課程為學生提供所需的理論和技能，以幫助他們理解消費者的需求以及產品設計的細微差別，全面地滿足消費者、工作場所，以及組織的需求，並提升激勵和影響推動業務發展者的意識。本課程的學生需同時學習管理學的批判方法，以及心理學的分析方法，這有助學生畢業後從事人事管理、培訓及發展、人力資源管理，以及客戶服務等職業。

PROGRAMME STRUCTURE 課程結構

Students will complete most common core (12 credits) / cluster courses (15 credits) in the first two years of the programme. During the first two academic years, students are expected to finish the two introductory courses (Introduction to Psychology and Introduction to Business Psychology and Organizational Behaviour) and research methods courses. Starting from the third year, students will concentrate on the subject-related required courses as well as the major electives.

同學需於首兩年完成大部分共同核心科目(12學分)，和五個課程組別科目(15學分)。此外，亦需於首兩年完成兩個基本科目(心理學導論和商業心理學及組織行為導論)以及一些關於研究方法的科目。同學將於第三年及第四年專注修讀商業心理學的必修科和選修科。

WHY CHOOSING *BSSBP*?



Equip students with broad knowledge and understanding of psychological principles.
為學生提供廣博的知識和對心理學原理的理解。



Nurture students to become critical thinkers and problem solvers who can tackle organizational issue through the use of psychological principles.
培養學生批判性思維和解決問題的能力，運用心理學原理以解決組織問題。



Sharpen students' awareness of the diversity and key challenges in modern work and business context.
加強學生認識現今工作和商業環境下的多樣性及挑戰。



Promote students' ability to conduct independent scientific research to examine issues occurred in business and organizational environment.
促進學生進行獨立科學研究的能力，以了解業務和組織相關問題。

Application 申請詳情

- ▶ First Year Admission (Self-finance programme)
一年級收生(自資課程)
- ▶ Senior Year Admission (UGC-funded programme)
高年級收生(教資會資助課程)
- ▶ Online application for BSocSc (Hons) in Business Psychology is now available
商業心理學學士課程現正招生，請於嶺南大學網上報名系統申請：
<https://apply.ln.edu.hk/>
- ▶ All shortlisted applicants will be interviewed and considered on a case-by-case basis. 經初步篩選的申請者將獲安排面試並作個別考慮
- ▶ Application fee HKD200 (non-refundable)
報名費用 HKD200 (不設退還)



Application Deadline 招生截止日期

- | | |
|---|------------------------------|
| Early Round 早輪
• 7-12-2021 | Main Round 主輪
• 17-5-2022 |
| Late Round 晚輪
• 3-7-2022 (for non-Local student 非本地生)
• 28-7-2022 (for Local student 本地生) | |

Annual Tuition fee 每年學費

- First Year Admission (Self-finance programme)
一年級收生(自資課程) - HKD 140,000
- Senior Year Admission (UGC-funded programme)
高年級收生(教資會資助課程)
HKD 42,100 (Local 本地生)
HKD 140,000 (Non-Local 非本地生) ^

^ For the definitions of local and non-local students, please refer to following website
有關本地生和非本地生的定義，請參考以下網址
https://www.ln.edu.hk/admissions/ug/financing/fees#tuition_fees

Enquiries 查詢

Please refer to our website for most updated information
請瀏覽課程網頁以獲得最新資訊



<https://www.ln.edu.hk/psy/bpsy/index.php>
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