Lingnan 嶺南大學 University 香港 Hong Kong

Faculty of Business 嶺南大學商學院



BBA (Hons)

Business Analytics and Innovation

工商管理(榮譽)學士

商業分析與創新



AACSB ACCREDITED

Beta Gamma Sigma
THE INTERNATIONAL BUSINESS HONOR SOCIETY®

EDUCATION for SERVICE
作育英才・服務社會

Introduction 簡介



The Bachelor of Business Administration (Honours) – Business Analytics and Innovation (BBA-BAI)* gives a broad coverage of professional knowledge such as e-Business, Information Systems, Operations Management, Data Science and Artificial Intelligence together with practical training which encourages a culture of “start-ups” and entrepreneurship on developing start-up plans.

With the business market expanding at an unprecedented rate across various industries, there is a pressing need for a higher education and training to equip students from different backgrounds with the skills and knowledge to thrive in this dynamic landscape. The BBA-BAI is designed to meet this demand, offering an innovative curriculum that prepares students to excel in the rapidly evolving digital economy.

工商管理（榮譽）學士– 商業分析與創新*涵蓋廣泛的專業知識，包括電子商務、信息系統、運營管理、數據科學及人工智能，並提供實踐培訓，鼓勵創業文化和制定創業計劃的企業家精神。

隨著商業市場在各個行業以前所未有的速度擴展，市場對高等教育和培訓有著迫切的需求，以便為來自不同背景的學生裝備技能和知識，在這個瞬息萬變的領域中茁壯成長。本課程旨在提供創新的課程，以滿足市場需求，讓學生在快速發展的數字經濟中脫穎而出。

** UGC-funded and self-financed programmes on offer*
提供政府資助課程或自資課程



Overview 概覽

The BBA-BAI is dedicated to train more young professionals to meet the manpower need of the increasingly popular business sectors in Hong Kong. It also meets the following aims same as the other BBA majors:

工商管理（榮譽）學士–商業分析與創新致力於培訓更多的年輕專業人士，以滿足香港日益普及的商業市場對人才的需求。本課程與其他工商管理學士課程秉承同樣的目標：

1

To provide high quality value-added business education with emphasis on the liberal arts approach.

以通識教育為重點，提供優質的增值商業教育。

2

To ensure students realise their potential and become competent, broad-based, well-rounded and socially responsible professionals ready for service in Hong Kong, the Chinese Mainland and beyond.

確保學生發揮潛力，成為具備廣泛基礎、全面發展和社會責任感的專業人士，隨時為香港、中國內地以及其他地區提供服務。

3

To gear up students to be professionals in the business field within which they operate.

培養學生成為商業領域的專業人士。

4

To instill in students sensitivity to and respect for the ethical dimensions in business decisions.

向學生灌輸對商業決策中道德議題的敏感度和尊重。



Features 特色

In recent years, highly successful e-Business developments in the Mainland and worldwide have revived strong interest within the local business community. Facing the fast-growing markets for high quality financial, professional and business services, the industry in Hong Kong at the current stage of its development comes across main challenges such as large manpower demand, advanced managerial and professional training, and in-depth industry analysis.

As the first BBA-BAI major to be offered in local universities, our major is designed to provide higher education for students from diverse backgrounds to meet the occupations from areas related to business and I&T related industries.

The key feature of the BBA-BAI is the culmination of development in a final year project-based experience. Students develop their first business start-up plans, infused with a competitive spirit through internal and/or external funding.

近年，中國內地及世界各地的電子商務發展十分成功，引起了本地商界的強烈興趣。面對高品質金融、專業和商業服務市場的迅速增長，香港業界在目前發展階段面臨著重要挑戰，包括大量的人力需求、高級管理和專業培訓，以及深入的行業分析。

作為首個在本地大學開設的商業分析與創新主修科目，本課程旨在為來自不同背景的學生提供高等教育，以滿足與商業和信息技術相關行業的職業需求。

本課程的主要特點及發展高峰，在於最後一年的專案體驗中。學生通過內部和/或外部資金，並融入競爭精神，制定他們的首個商業初創計劃。



BBA Programme Structure 工商管理課程結構

(A) University Requirements 大學要求	(72 credits 學分)
(B) Requirements in Major Disciplines 主修學科要求	(51 credits 學分)
Foundation Core 基礎核心課程	(18 credits 學分)
Functional Core 功能核心課程	(15 credits 學分)
Capstone Course 總整課程	(3 credits 學分)
Major Required Courses 主修必修課程	(9 credits 學分)
Major Elective Courses 主修選修課程	(6 credits 學分)





Student Development Programmes
學生發展活動

- Study Tour 遊學交流團
- Summer Internship 暑期實習
- Student Exchange 學生交流計劃
- Student Enhancement 學生精進計劃

Admission Requirements
入學要求

How to apply?
如何申請?

Apply Online 網上申請

Enquiry 查詢

(852) 2616-7829

db_admission@LN.edu.hk