Lingnan 嶺南大學 University 香港 Hong Kong



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

AACSB ACCREDITED

BETA GAMMA SIGMA
THE INTERNATIONAL BUSINESS HONOR SOCIETY

EDUCATION for SERVICE
作育英才・服務社會



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.

嶺大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 a variety of minor options and self-financed programmes including a Double Degree programme.

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，我們還提供多種副修課程和自資課程選擇，包括雙學位課程。

* 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，從大類招生改為分科招生。



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



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

Coordination 協調

Department 學系	Major 主修科
Department of Accountancy (ACCT) 會計學系	BBA (Hons) - Accounting and Corporate Governance (ACG) 工商管理（榮譽）學士—會計與企業管治
Department of Finance (FIN) 金融學系	BBA (Hons) - Finance (FIN) 工商管理（榮譽）學士—金融
	Jointly offered 聯合開設 — Division of Industrial Data Science (DIDS), School of Data Science 數據科學學院工業數據科學部 — Double Degree in BBA (Hons) - Finance and BSc (Hons) in Innovative Design and Artificial Intelligence 工商管理（榮譽）學士—金融及創新設計與人工智能（榮譽）理學士雙學位**
Department of Management (MGT) 管理學系	BBA (Hons) - Management and Analytics (MA) 工商管理（榮譽）學士—管理與分析
Department of Marketing and International Business (MIB) 市場及國際企業學系	BBA (Hons) - Marketing and Social Media (MSM) 工商管理（榮譽）學士—市場學與社交媒體
Jointly offered 聯合開設	BBA (Hons) - Business Analytics and Innovation (BAI)** 工商管理（榮譽）學士—商業分析與創新**
Department of Operations and Risk Management (ORM) 運營與風險管理學系	BBA (Hons) in Risk and Insurance Management (RIM)** 工商管理（榮譽）學士—風險及保險管理**

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

BBA (Hons) – Accounting and Corporate Governance (ACG)
工商管理(榮譽)學士——會計與企業管治

Department of ACCT
會計學系

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。



Shape the Future 成就未來



HUANG Guanzhe Joshua, YU Yunwen, ZHONG Zhiheng, LYU Yichen (Students from Accounting and Corporate Governance) achieved outstanding results at the Lingnan University Business Case Competition 2026, including Championship and Most Popular Video Award (Third Prize). Joshua also won the Best Presenter (Personal Award).

會計與企業管治學生黃貫哲、喻韵文、鐘志恒及呂禕晨在嶺南大學第三屆商業案例比賽2026中取得了優異的成績，包括一等獎和最受歡迎影片獎（三等獎）。黃貫哲更獲得最佳個人演講者獎。



Angela Genie Baena ARCAY
會計與企業管治畢業生 Graduate in Accounting (2025)

" The Faculty provided generous financial support, dedicated academic and career guidance, and valuable services such as CV polishing and mock interviews. These resources helped me secure an internship at EY and prepared me for future employment opportunities.

商學院資源充足，為學生慷慨地提供各種獎學金和資助，教授們都非常熱心地提供學術及就業上的指導和建議。我亦很感謝會計學系提供的支援，例如履歷修飾和模擬面試，幫助我獲得了安永的實習機會，並令我為未來的工作申請，做好了更充分的準備。"

BBA (Hons) – Business Analytics and Innovation (BAI)
工商管理(榮譽)學士——商業分析與創新

BAI
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。

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。

Shape the Future 成就未來



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*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。



周晋如 ZHOU Jinru
數碼商業*三年級學生
Year 3, Digital Business*

" Business case competitions and my banking internship allowed me to apply theory in practice and gain experience in financial modelling and auditing. A sustainability study tour in South Korea broadened my global perspective and strengthened my confidence in my future career.

商業案例比賽及銀行實習讓我有機會將理論應用於實踐，並累積財務建模及審計方面的經驗。韓國可持續發展考察亦拓闊了我的國際視野，增強了我對未來職業發展的信心。"

* 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」已改名為「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 financial institutions and markets, while cultivating students' professional ethics, adaptive mindset and capabilities, and global perspectives to prepare them as responsible and AI-compatible finance professionals in the Era of AI.

為滿足市場對廣泛而精深的金融知識及高素質金融人才的需求，金融學系提供穩固的商業教育基礎，專注培養學生掌握在投資、公司財務以及金融機構和市場等核心金融領域的專業知識，同時重視職業道德、應變能力及國際視野的塑造，幫助學生成為在人工智能時代具備社會責任感和AI素養的新一代金融人才。

Shape the Future 成就未來

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中，憑藉其項目EduChain獲得了優異獎。



李穎詩
LI Wing Sze, Mandy
金融畢業生
Graduate in Finance (2025)

"The comprehensive internship programme bridged theory and practice, allowing me to apply classroom concepts in a real business environment. This not only deepened my understanding of finance but also honed essential professional skills such as communication, problem-solving, and adaptability.

參與實習計劃幫助我彌補理論與實踐之間的知識落差，有機會獲得實戰經驗，並將課堂上學到的概念應用到實際的商業環境中。這不僅增強了我對金融的理解，也幫助我培養了重要的專業技能，例如溝通、解難和適應能力。"

Cutting-edge Curriculum
行業前沿課程

The curriculum balances core courses with a diverse range of electives, allowing students to customize their learning experience to align with their personal interests and professional aspirations. Guided by the "Finance+" initiative of HKSAR, the curriculum integrates emerging areas including financial technology (fintech), AI, big data analytics, green and sustainable finance, and regulatory technology (regtech), enabling students to understand and apply innovative solutions to modern finance challenges.

課程平衡了核心科與選修科，讓學生能根據興趣和職業來定制學習體驗，包括修讀金融科技、人工智能、大數據分析、綠色與可持續金融及監管科技等在內的前沿課程。這些課程與香港特別行政區政府倡導的「金融+」發展框架緊密相關，也有助於進一步培養學生運用科技和數據分析來應對現代金融挑戰的能力。

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

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. With a strong foundation in finance and exposure to emerging trends in the industry, graduates are prepared for careers in banking, investment management, fintech, corporate finance, and financial regulation. 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金融環境所需的知識和技能，為銀行、投資管理、金融科技、公司金融及金融監管等領域的高需求的專業角色做好準備。透過扎實的金融訓練及對行業前沿發展的理解，學生能更好地適應現代金融業的轉型與挑戰，並且可以獲得部分專業機構考試的豁免資格。

Department of FIN
金融學系

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

Department of MGT
管理學系

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。

Individualised Learning and Development
個人化學習與發展機會

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 that are highly valued in the future workforce and not easily replaced by technology. The programme promotes whole-person development with a global perspective.

學生獲得度身訂造的個人化學習機會，包括實習、師友指導、獎學金及商業比賽。課程亦提供專業研討會以及與人工智能與分析相關培訓，以提升就業能力。學生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。本課程提升環球視野和實現全人發展。

Career Success and Professional Membership
職業成就與專業會員資格

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

畢業生獲得多間享譽國際及地區的知名機構受聘，例如在Page Personnel、德勤和恒生銀行等企業，擔任管理顧問、管理培訓生和人力資源專家等職位。我們的畢業生亦具備資格成為香港管理專業協會(HKMA)、香港人力資源管理學會(HKIHRM)及香港人才管理協會(HKPMA)的準會員。

Shape the Future 成就未來



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.

嶺大團隊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綽媛（四年級）及莊苑祓（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.

代表嶺大出戰 Future HR Talents Hackathon 2022 的人力資源管理學學生藍穎淇（四年級）、李綽媛（四年級）和莊苑祓（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。



黃喬
HUANG Kiu, Kitty
人力資源管理與創業
四年級學生
(Year 4, HRME)

" I recently took part in an internship at Hong Kong Airlines, gaining valuable hands-on exposure to how Human Resource supports aviation operations behind the scenes. This internship, recommended by the Department, provided me with a rare opportunity to understand how HR contributes to safety, service excellence, and organisational effectiveness in one of Hong Kong's major airlines.

我最近於香港航空參與實習，深入了解人力資源如何在航空業背後支撐整體運作。這次由管理學系推薦的實習讓我難得地走進航空公司的核心營運與培訓環境，親身體會人力資源在安全、服務質素及組織效能方面所扮演的重要角色。"

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

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
領導力與職業成功

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.

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。

Shape the Future 成就未來



HUANG Weicong, Kingsley (Year 3, Marketing and Social Media) was selected for the HSBC Global Scholarship 2026-27. The award recognized Kingsley's excellent academic performance and well-rounded profile, showcasing involvement in extra-curricular and community activities.

市場學與社交媒體三年級學生黃煒聰獲頒2026-27年度「滙豐環球獎學金」，以嘉許其優異學業表現、全人發展，以及對課外活動與社區服務的熱心參與。



LAU Aston (Year 1, Marketing and Social Media) was selected for The Hong Kong Jockey Club Compassionate Leader Scholarship 2025-26. The award recognized Aston's outstanding and well-rounded students committed to serve the core sectors in Hong Kong's society through his chosen academic and professional fields.

市場學與社交媒體一年級學生劉天泓榮獲 2025-26 年度「香港賽馬會善學善行獎學金」。以表揚其全方位發展、在多個領域表現卓越，並立志服務香港社會的傑出學生。



卓曉峰 CHEUK Hiu Fung, Aaron
市場學畢業生 Graduate in Marketing (2023)

"It is an honour to represent our University in prestigious scholarships and competitions. I was fortunate to receive the Sir Edward Youde Memorial Scholarships, the Hong Kong Jockey Club Scholarships, and the CGMA Global Business Challenge 2022 Championship for Hong Kong and North Asia. Lingnan University is truly a hidden gem, where remarkable opportunities abound.

很榮幸能夠代表大學參與享負盛名的獎學金和比賽，並很幸運獲得了尤德爵士紀念基金獎學金、香港賽馬會獎學金，並在 2022 CGMA 商業精英國際挑戰賽中獲得了香港區冠軍及北亞區冠軍。嶺南大學真是一個隱秘的寶庫，一個機遇眾多的地方。"

Dept of MIB
市場及國際企業學系

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

Dept 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，配合銀行及保險業界的發展，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
職業準備及行業職位

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 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，分別是澳大利亞和紐西蘭保險金融學會(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。

Shape the Future 成就未來



CHAN Wai Chung (Year 1, BBA in RIM) awarded the AIA Scholarships 2021-22.
工商管理（榮譽）學士——風險及保險管理一年級學生陳尉宗榮獲 2021-22 友邦獎學金。



黃晨曦 HUANG Chenxi
風險及保險管理畢業生
Graduate in Risk and Insurance Management (2026)

"就讀嶺南大學商學院是我人生中最好的選擇之一。結識朋友、與教授交流及參與校園活動，讓我更深入體會嶺大的博雅教育，亦令我的大學生活更加充實。

Studying at Lingnan University's School of Business has been one of my best decisions. Making friends, engaging with professors, and participating in campus activities have deepened my appreciation of Lingnan's liberal arts education and enriched my university life."

Double Degree in BBA (Hons) – Finance and BSc (Hons) in Innovative Design and Artificial Intelligence (Self-financed)

工商管理（榮譽）學士——金融及創新設計與人工智能（榮譽）理學士雙學位（自資）

Double Degree Programme 雙學位課程

Highlights 課程特色



Two Honours Degrees in Four Years

四年完成雙學位

This is the first inter-faculty/school double degree programme at Lingnan University, jointly offered by the Faculty of Business and the School of Data Science. Students complete a Bachelor of Business Administration (Honours) - Finance and a Bachelor of Science (Honours) in Innovative Design and Artificial Intelligence in four years, while most comparable double degrees in Hong Kong, China require five. The four-year pathway is the result of deliberate design rather than compression: the two degrees share their quantitative and computational foundations, selected courses count towards both degrees, and two structured summer terms in Years 2 and 3 to allow students to complete the credit requirements. Graduates enter the workforce a full year ahead of peers on five-year pathways.

本課程為嶺南大學校內首個跨學院的雙學位課程，由商學院及數據科學學院合辦。學生可於四年內完成工商管理（榮譽）學士－（金融）及創新設計與人工智能 （榮譽）理學士兩個學位，而本港同類雙學位課程一般需時五年。課程經過精心設計，兩個學位共享量化與運算基礎，並於二年級及三年級設暑期課程，讓學生完成雙學位學分要求。相比本港其他五年制同類課程，學生可提早一年投身職場。

International Professional Recognition

國際專業資歷認可

Both halves of the Programme rest on established professional foundations. The Faculty of Business has held AACSB international accreditation since 2011, and the BBA (Hons) - Finance programme is a member of the CFA Institute University Affiliation Program. Graduates are eligible for certain examination exemptions from well-known professional bodies, including the Hong Kong Securities and Investment Institute, the Association of Chartered Certified Accountants, and the Institute of Financial Planners of Hong Kong. The Innovative Design and Artificial Intelligence curriculum is designed with reference to the recommendations of the Hong Kong Institution of Engineers, providing at least 40 contact hours in six key areas across computing and engineering. Students are advised from Year 1 on the steps required to obtain professional recognition.

本課程兩個學位均建基於國際的專業體系。商學院自2011年起獲AACSB國際認證，工商管理（榮譽）學士－金融為特許金融分析師協會 (CFA Institute) 大學聯繫計劃成員。畢業生可獲多個知名專業團體豁免部分考試，包括香港證券及投資學會、特許公認會計師公會，以及香港財務策劃師學會。創新設計與人工智能課程則參照香港工程師學會的建議設計，在六個運算及工程核心範疇提供不少於40小時的課堂時數。學院自一年級起為學生提供專業指導，協助其規劃獲取專業認可。





Where Finance and Artificial Intelligence Actually Meet
金融與人工智能的深度融合

This Programme is not two degrees placed side by side. Students take corporate finance, investment and portfolio management, and financial technology alongside machine learning, GPU and parallel computing, blockchain technology, human computer interaction, and systems integration, verification and validation. The two strands converge in a two-part capstone that runs across both terms of Year 4. In Capstone Project 1, AI-Enabled Innovation and Design, student teams frame a real financial problem and design a solution; in Capstone Project 2, Financial Innovation and Implementation, they build and evaluate a working prototype. Both are offered jointly by the Department of Finance and the Division of Industrial Data Science, under an academic supervisor and, where feasible, an industry mentor. Graduates leave with built work, not only a transcript.

本課程並非單純修讀兩個獨立學位，而是融合兩個學科範疇的綜合課程。學生修讀公司理財、投資與組合管理及金融科技導論，同時修讀機器學習、圖形處理器與平行運算、區塊鏈技術、人機互動，以及系統整合、驗證與確認。兩大學習主線於四年級畢業專題中匯合，學生需於畢業專題一運用人工智能、創新與設計思維，針對真實金融問題提出解決方案；再於畢業專題二圍繞金融創新與實踐，開發及評估可運作的原型。兩個專題由金融學系與工業數據科學組共同開設，除學術導師指導外，學生亦有機會獲業界導師提供專業指導。畢業生不僅獲得學術知識，更能累積職業技能。



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 280 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280所，遍佈全球。



Thailand Study Tour 2026
2026 泰國遊學團

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，讓學生從中學習及瞭解國際商務的最新資訊，與時俱進。







Student Enhancement Programme
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 corporate
模擬面試



Disney Leader Presentation
迪士尼領袖分享會



Field Trip to Guilin : Company Visits
桂林研學團

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。



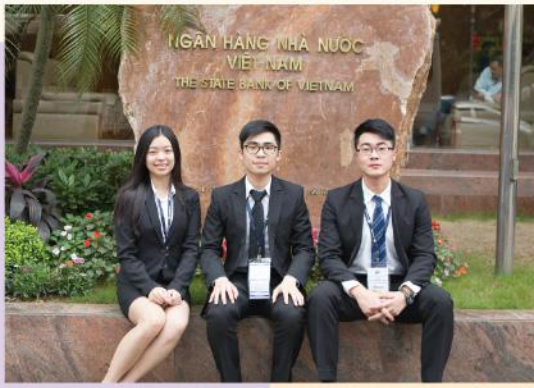
Globex Julmester Programme
Globex Julmester 暑期項目



Summer Internship Programme
暑期實習計劃

The Summer Internship Programme is organized 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。



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。

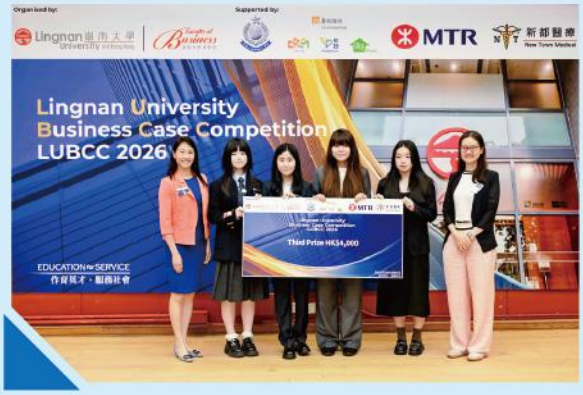
STEM Internship Scheme
創科實習計劃

Our business undergraduates with a major in "Business Analytics and Innovation", "Marketing and Social Media", or "Risk and Insurance Management (Insurance Technology Concentration) 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」、「市場學與社交媒體」或「風險及保險管理」(保險科技專修)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 leading organisations from the government, and the business and charity sector, 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，並與政府部門、商界和慈善團體等大型機構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。



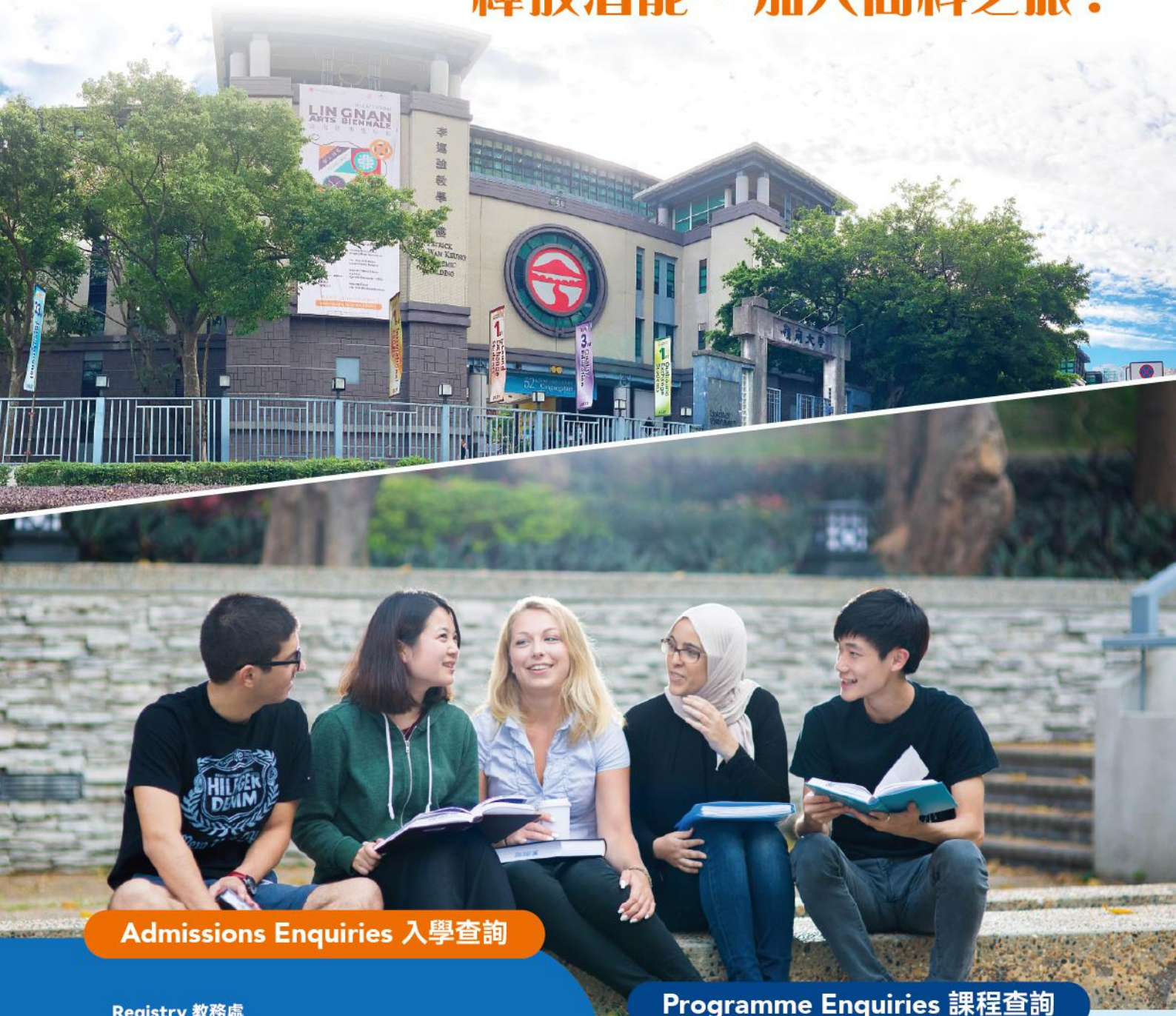
Starting from the academic year of 2025-26, the Departments from our Faculty of Business introduce entrance scholarships for each programme, considering applicants' overall performance and awarding based on merit.

商學院各學系自2025-26學年起，新增各專業層面的入學獎學金，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

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