



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY

# HRM

## Bachelor of Commerce (Honours) in Human Resources Management



2020-21  
Full-time Undergraduate Programme  
for Associate Degree & Higher Diploma Graduates

# Admissions 2020

(Year 3 Entry)

School of  
**BUSINESS**  
工商管理學院

Department of Management  
管理學系



# Bachelor of Commerce (Honours) in Human Resources Management

## 人力資源管理學商學士(榮譽)學位課程

This programme is offered by Department of Management, Hong Kong Baptist University for holders of Associate Degree (AD) or Higher Diploma (HD) in a business-related discipline who wish to continue on to a Bachelor's degree in Human Resources Management.

This programme aims to nurture future leaders in Human Resources Management with the required knowledge and practical skills with the strong support from Department of Management, the leader of HRM education in Hong Kong. We have offered HRM programmes for more than 20 years and have been in the forefront of HRM education in Hong Kong. Our HRM programmes have been considered the best in town by various surveys or authorities over the years.



## Programme Goals

- Students will acquire the fundamental knowledge and skills required for managing a business.
- Students will have in-depth knowledge and skills in human resources management and the business environment in Hong Kong with particular reference to the following areas: recruitment, training & development, compensation & benefits, performance management, labour relations, and management ethics.
- Students will receive training in oral and written communication skills, and information technology skills.
- Students will have the opportunities for developing analytical and critical thinking, and applying that to solve real-world business problems.



## Award

Bachelor of Commerce (Honours) in Human Resources Management awarded by Hong Kong Baptist University



“ BComHRM programme aims to nurture future leaders in Human Resources Management. We first and foremost cultivate students' understanding of how to attract, develop, motivate and retain talents - the most cherished resource of every organisation. ”

**Dr. Tracy Hui, Programme Director**



## Professional Recognition

Hong Kong Institute of Human Resource Management (HKIHRM) has fully endorsed this programme. Our students are eligible to apply for Student Membership to enjoy the various benefits offered by the Institute. Students and graduates of this programme are also qualified for membership of Hong Kong People Management Association and Australian Human Resources Institute as well.

## Career Prospects

Graduates will have opportunities for employment in different functions of the HR department of an organisation, in all sectors of the economy, with excellent prospects for further career development in the HRM fields. In addition, the people- and general-management competencies developed by the programme will prepare graduates for careers in general management and other specialisations.

Our graduates are welcome by their employers and some were placed in Hong Kong's best known organisations such as AIA, BOC, Cafe de Coral, Cathay Pacific, HA, HSBC, HKJC, HKT, Jebsen Group, Grand Hyatt HK, McDonald's and Shiseido.

# Programme Structure

This four-year undergraduate programme requires students to complete a total of 128 units, including 39 units of Core Courses, 21 units of Required Courses, 30 units of Elective Courses (with a 3-unit General Education Capstone course listed under the Category), 13 units of University Core Courses, 15 units of General Education Courses and 10 units of Free Elective Courses.

Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the 66-unit programme in two years. In this connection, students are required to complete 15 units of Core Courses, 21 units of Required Courses as well as 30 units of Elective Courses.

## Year 1 & Year 2

### UNIVERSITY CORE (13 UNITS)

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to developing the Graduate Attributes among students.

- University English<sup>♦</sup>
- University Chinese<sup>♦</sup>
- Healthy Lifestyle<sup>♦</sup>
- The Art of Persuasion<sup>♦</sup>

### GENERAL EDUCATION (15 UNITS)

The General Education (GE) Programme provides the foundation of a well-rounded university education. The goal of the programme is to promote Whole Person Education (WPE) through exposure to a range of transferable skills, guiding principles, and attitudes that all students will need in their future professional and personal lives.

- Level 1 Foundational Courses<sup>#</sup>
- Level 2 Interdisciplinary Thematic Courses

<sup>♦</sup> For Associate Degree or Higher Diploma applicants, a block transfer of University Core Courses will be granted.

<sup>#</sup> For Associate Degree applicants, block transfers of 3 out of 9 units will be granted, and such applicants need to take two 3-unit courses in two different categories.

### CORE / FREE ELECTIVE COURSES (34 UNITS)

Students should have taken these 8 Core Courses as prerequisites in their Associate Degree or Higher Diploma studies:

- Principles of Accounting I
- Principles of Macroeconomics
- Principles of Law
- Cost and Management Accounting I
- Financial Management
- Marketing Management
- Principles of Microeconomics
- Management Information Systems

Remarks:

1. Students are required to complete University Core, GE and Core courses to meet the graduation requirements. The number of courses/units the students are required to complete will depend on the number of courses/units for which exemption and/or unit transfer will be granted. All unit transfer or course exemption shall be considered on a case-by-case basis upon admission.
2. Unit transfer equivalent to 28 units of University Core and GE courses will be considered by the Programme management on a case-by-case basis.
3. Make-up courses may be required on admission.
4. Students are required to complete a non-credit bearing University Life programme.






# HRM

## Year 3 & Year 4

### CORE COURSES (15 UNITS)

- BCom HRM Project
- Business Communications
- Business Ethics and Corporate Social Responsibility
- Organisational Behaviour
- Strategic Management 

### REQUIRED COURSES (21 UNITS)


- Developing Managerial Skills
- Human Resources Development
- Human Resources Management 
- Human Resources Research and Measurement
- Labour Relations and Law
- Performance Appraisal and Rewards 
- Recruitment and Selection 

### ELECTIVE COURSES (30 UNITS)

- Applied Social Psychology in Organisations
- Asia-Pacific Economies
- Contemporary Issues in Human Resources Management
- Cross-Cultural and Comparative Management
- Economic Environment in China
- Entrepreneurship and New Ventures
- Fundamentals of Social Entrepreneurship and Social Impact
- Human Resources Management in China
- Human Resources Management Internship
- Human Resources Management Mentoring
- Human Resources Strategy and Planning
- International Business: Market, Operations and Strategies
- International Human Resources Management
- Labour Economics
- Legal Aspects of China Business
- Negotiation
- Services Marketing
- Value-based Leadership for the Community (GE Capstone course)\*

\* Subject to approval

#### Remarks:

-  This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
- The University reserves the right to make changes to these courses without prior notice.



## 128 UNITS



# U-Life

## Students as Consultants

Students were invited to conduct study for real HR and management issues and to provide recommendations to companies.



## Students as Speakers

A few senior year students joined with HR leaders to speak at a public seminar to share the latest workforce management practices and emerging technologies in HR profession.

## Alumni Sharing



**"BComHRM is a warm and supportive community where you can always get connections with, inspiration and guidance from professors, mentors and the extensive alumni network. You will learn the full spectrum of HRM functions theoretically and practically, and gain experience from the HR work in real life. I am very grateful to be part of the BComHRM family."**

### Manny Cheuk (Graduate of 2012)

- Senior Specialist, Human Resources Services at Federal Express (HK) Limited



**"BComHRM is a structural and supportive programme which we can always get support and guidance from professors and programme members. With the extensive alumni network, we got many chances to meet HR professionals from different industries to plan our career. It allows us to gain early exposure to different fields in HRM and explore our interests."**

### Heidi Lai (Graduate of 2015)

- Supervisor, Talent Acquisition & Business Partner at HK Express Airways



**"HRM doesn't have to be tedious. During the fruitful years in BComHRM, amiable and passionate professors, diversified and intense HR-related courses, a wide range of practical opportunities such as internship, organisation of programme's annual events and one-to-one mentoring programme, had taken a vital part to nurture us for being a 'future' HR professional."**

### Agnes Chan (Graduate of 2018)

- Human Resources Assistant, Human Resources Department, Joyce Boutique Limited

## Campus

The programme is offered at the Hong Kong Baptist University's Shek Mun (Shatin) Campus, which is located next to the Shek Mun Station of MTR Ma On Shan Line. With a gross floor area of 30,000m<sup>2</sup>, the campus provides full university facilities, including indoor heated swimming pool, gymnasium, fitness room, dance room, auditorium, multimedia laboratories, library and learning commons. Special learning facilities such as bioeco laboratory, creative science laboratory, food sensory laboratory, testing and analytical laboratory, food and nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory, press conference room and child assessment centre are also set up to provide students with practical experiences in their areas of study.

## Tuition Fee

HKD82,500 per year. Students are required to complete 66 units in two years at HKD2,500 per unit (Total HKD165,000).

The annual tuition fee is paid in two equal instalments, normally before the start of the first and the second semesters. For newly enrolled undergraduate students, HKD15,000 of the first instalment plus some fees will have to be paid by the applicants for acceptance of their admission offers and the balance will have to be paid in late August. Students are required to pay full tuition fees per semester during the normal period of study, regardless of the number of units enrolled in the semester.

For students who are required to take make-up course(s) to fulfil the programme prerequisites, University Core and/or GE courses, additional tuition fee for the make-up course(s) will be charged at HKD1,735 per unit.

## Financial Assistance

Full-time local students may apply for the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency (WFSFAA), HKSAR Government. For more information, students should contact the SFO or visit its website at [www.wfsfaa.gov.hk](http://www.wfsfaa.gov.hk).





# Admission Requirements

To be eligible for admission, a candidate should hold

- a relevant Associate Degree (AD) from any of the local/overseas recognised institutions; or
- a relevant Higher Diploma (HD) from any recognised institutions.

Candidates who possess equivalent qualifications are to be assessed on a case-by-case basis.

Students are expected to complete all programme prerequisites and GE courses in their Associate Degree / Higher Diploma studies. Otherwise, they may have to complete additional units of study to make up for the programme prerequisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

# Scholarships and Awards

An admission scholarship is offered by the programme to top Associate Degree or Higher Diploma students (or students having equivalent qualifications) entering into this programme each year. Students who are qualified for this scholarship must fulfil a number of academic requirements and conditions. For details, please visit the programme website ([mgnt-bcomhrm.hkbu.edu.hk](http://mgnt-bcomhrm.hkbu.edu.hk)).

In addition, a number of other scholarships and awards are available to recognise students' outstanding academic achievements, overseas exposure and talent development – such as HKIHRM Student Scholarship, Beta Gamma Sigma, HKSAR Government Self-financing Post-Secondary Scholarship Scheme, and Scholarships for Metropolitan Attachment Programme.

# Apply online now at



[cie.hkbu.edu.hk/t/admissions-ug](http://cie.hkbu.edu.hk/t/admissions-ug)

The University accepts both online and paper application. Applicants may apply for more than one programme if they wish to. A non-refundable and non-transferable application fee will be charged for EACH applied programme. (Local: HKD350; Non-local: HKD450)



# Enquiries

For enquiries concerning the application procedure, please contact Academic Registry Services Section.

- ☎ 3411 3044
- ☎ 3411 3361
- ✉ [spadmit@hkbu.edu.hk](mailto:spadmit@hkbu.edu.hk)
- 🌐 [cie.hkbu.edu.hk](http://cie.hkbu.edu.hk)
- 🏠 Hong Kong Baptist University (Shek Mun Campus)  
13/F, 8 On Muk Street, Shek Mun, Shatin,  
New Territories

For further information about the programme, please contact Department of Management.

- ☎ 3411 3145
- ✉ [bcomhrm@hkbu.edu.hk](mailto:bcomhrm@hkbu.edu.hk)
- 🌐 [mgnt-bcomhrm.hkbu.edu.hk](http://mgnt-bcomhrm.hkbu.edu.hk)
- 📘 [bcomhrm](https://www.facebook.com/bcomhrm)
- 📷 [instagram.com/bcomhrm\\_hkbu/](https://www.instagram.com/bcomhrm_hkbu/)
- 🌐 [linkedin.com/in/bcomhrm-hkbu/](https://www.linkedin.com/in/bcomhrm-hkbu/)



This programme leaflet provides basic information and guidance to applicants who wish to enter Hong Kong Baptist University. While every effort has been made to ensure that information contained herein is correct at the time of printing in January 2020, applicants should note that changes may be made from time to time by the University, in which case attempts will be made to notify applicants via our website.

The University has final authority in the interpretation of information contained in this leaflet. As this leaflet is published for information only, it does not constitute part of any contract between applicants and the University.