

MASTER YOUR FUTURE

HKBU Taught
Postgraduate
Business Studies

香港浸会大学
工商管理学院
授课式研究生课程

Artificial Intelligence and
Data Literacy
人工智能与数据素养

Interdisciplinary
Skills
跨学科技能

Leadership and
Change Management
领导力与变革管理

Digital and
Human-Centric Studies
数字与人文本位学习



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS



Discover Your Path

探寻你的发展路

You can choose priorities by duration and study mode, location, medium of instruction and required credits. Please follow the labels to find suitable programmes(s) and view comparisons.

您可以根据学习时长与学习模式、地点、授课语言及所需学分来筛选优先选项。请按照标签查找合适的课程并查看对比。

Programme title and Learning outcome 课程名称和学习成果	Duration and Study mode 学习时长与学习模式	Location 地点	Medium of instruction 授课语言	Required credits 所需学分
Doctor of Business Administration (DBA) NEW 新 Executive programme 高管课程 工商管理博士				
To master research design, apply diverse business analysis methods, employ frameworks for strategic thinking, and use governance principles to direct organisations effectively. 掌握研究设计，应用多元商业分析方法，运用战略思维框架，并利用治理原则有效引导组织。	3 years 年 full-time 全日制	Hong Kong 香港	Putonghua 普通话	48
Executive Master of Business Administration (Business + Communication in the AI Age) (EMBA) NEW 新 Executive programme 高管课程 高级管理人员工商管理硕士（人工智能时代的商业与传播）				
To nurture senior executives and entrepreneurs who can lead corporate transformation in the AI era by equipping them with expertise in AI-driven business decision-making and strategic communication. 培育能够引领人工智能时代企业转型的高级管理人员和企业家，使其具备人工智能驱动的商业决策与战略传播能力。	Consecutive classes from Thursday to Sunday each month, spanning approximately 21 months (full-time) 每月连续周四至周日上课，约 21 个月（全日制）	Hong Kong 香港	Putonghua 普通话	48
Master of Business Administration (MBA) Executive programme 高管课程 工商管理硕士				
To foster students' ability to leverage AI and big data for business decision making, shaping them into leaders for the digital transformation era. 培育学员运用人工智能与大数据进行商业决策的能力，塑造数字化转型时代的商业领袖。 * Subject to the University's final approval 需经大学最终批准	2 years 年 * full-time 全日制	Hong Kong* 香港	Putonghua 普通话	45
Master of Accountancy (MAcc) 会计学硕士				
To cultivate accounting professionals with deep technical knowledge and strategic vision to lead in a dynamic business environment. 培养兼具深厚专业素养与战略远见的会计精英，领航瞬息万变的商业世界。	1 year 年 full-time 全日制 or 2 years 年 part-time 兼读制	Hong Kong 香港 or Chinese Mainland 中国内地	English 英语	36 + required pre-core course 先修课程

Programme title and Learning outcome 课程名称和学习成果	Duration and Study mode 学习时长与学习模式	Location 地点	Medium of instruction 授课语言	Required credits 所需学分
Master of Human Resources Management (MHRM) 人力资源管理硕士				
To develop advanced HR management and consulting competencies by integrating global best practices with local insights to design, implement, and evaluate people solutions that enhance organisational effectiveness and sustainable development in a globalised context. 发展高级人力资源管理与咨询能力，融合全球最佳实践与本地洞察，设计、实施、评估人员解决方案，提升组织效能，支持全球化背景下的可持续发展。	1 year 年 full-time 全日制 or 2 years 年 part-time 兼读制	Hong Kong 香港	English 英语	30
Master of Science in Applied Accounting and Finance (MScAAF) 应用会计与金融理学硕士				
To integrate modern accounting and finance knowledge to solve real world problems, and uphold ethical and professional responsibilities in a changing environment. 整合现代会计与金融知识以解决实际问题，并在变化的环境中恪守伦理与专业责任。	1 year 年 full-time 全日制 or 2 years 年 part-time 兼读制	Hong Kong 香港	English 英语	30 + one non-credit bearing course 一门不计学分的课程
Master of Science in Applied Economics (MScAECON) 应用经济学理学硕士				
To nurture innovative economic experts with advanced analytical skills and cutting-edge knowledge in ESG and digital economies, enabling them to excel in academic research and dynamic careers in the finance sector. 培养具创新能力的经济专家，协助他们掌握高级分析技能及环境、社会与管治和数字经济的前沿知识，并在学术研究与金融行业的职业发展中脱颖而出。	1 year 年 full-time 全日制	Hong Kong 香港	English 英语	30
Master of Science in AI for Business (MScAIB) NEW 新 人工智能及商业理学硕士				
To cultivate professionals who can strategically integrate AI technologies into business processes, driving innovation and creating sustainable value. 培养能够将人工智能技术战略性地融入业务流程、推动创新并创造可持续价值的专业人才。	1 year 年 full-time 全日制	Hong Kong 香港	English 英语	30
Master of Science in Business Management (MScBM) 商业管理理学硕士				
To offer a holistic, career-oriented business curriculum that cultivates transformative learning through global perspectives and practical application. 提供全面且以职业为导向的商业教育，通过全球视野与实践应用培养具有变革性思维的专业人才。	1 year 年 full-time 全日制	Hong Kong 香港	English 英语	36
Master of Science in Corporate Governance and Compliance (MScCGC) 公司管治理与合规理学硕士				
To empower directors, company secretaries and compliance professionals for building a sustainable business future. 赋能董事、公司秘书和合规专业人员，助力其构建可持续的商业未来。	1 year 年 full-time 全日制 or 1.5 years 年 part-time 兼读制	Hong Kong 香港	English 英语	30

Programme title and Learning outcome 课程名称和学习成果	Duration and Study mode 学习时长与学习模式	Location 地点	Medium of instruction 授课语言	Required credits 所需学分
Master of Science in Data Analytics and Business Economics (MScDABE) 数据分析及商业经济学理学硕士				
To equip students with the skills to become analytics-enabled professionals by providing solid training in business economic analysis and data analytics. 通过提供商业经济分析和数据分析方面的扎实训练，培养学生成为具备数据分析能力并能灵活运用的专业人才。	1 year 年 full-time 全日制 or 2 years 年 part-time 兼读制	Hong Kong 香港	English 英语	30
Master of Science in Entrepreneurship and Global Marketing (MScEGM) 创业及环球市场学理学硕士				
To develop globally minded entrepreneurial marketers who apply rigorous marketing theory and innovative thinking for dynamic business and societal challenges, enriched by a high-quality international and cross-cultural learning experience. 以高质量的跨文化学习体验，培养具备全球视野的创业及营销人才，运用严谨的营销策略与创新思维，应对动态的商业挑战。	15 months 月 full-time 全日制	Hong Kong 香港 (Single degree 单学位) or Hong Kong and France 香港及法国 (Double degree 双学位)	English 英语	48
Master of Science in Family Office Management (MScFOM) NEW 新 家族办公室管理理学硕士				
To gain the expertise and ethical mindset to serve ultra high net worth families and empower next generation stewardship of wealth and legacy. 掌握服务超高净值家族的专业知识与伦理思维，赋能下一代对财富与家族传承的责任与管理。	1 year 年 full-time 全日制 or 2 years 年 part-time 兼读制	Hong Kong 香港	English 英语	30
Master of Science in Finance (FinTech and Financial Analytics) (MScFTFA) 金融理学硕士（金融科技及金融分析）				
To prepare students for the fast-growing Fintech and Financial Analytics industry. 为学生投身快速发展的金融科技和金融分析行业做好准备。	1 year 年 full-time 全日制 or 2 years 年 part-time 兼读制	Hong Kong 香港	English 英语	30
Master of Science in Marketing for the Creative Economy (MScMCE) 创意产业市场学理学硕士				
To cultivate "Art x Marketing" leaders who can apply Generative AI tools, international perspectives, and experiential learning to solve real-world problems across the creative economy. 培养「艺术 x 营销」的领军人才，运用生成式人工智能工具、国际视野、以及体验式学习方法来解决创意经济产业中的现实问题。	1 year 年 full-time 全日制	Hong Kong 香港	English 英语	30

Programme Design

课程设计

Our 15 taught postgraduate programmes leverage strong links to current business trends and real-world contexts. Designed for a range of learners, from recent graduates and career accelerators to senior leaders, these programmes offer varying depth across a broad selection of specialisms.

我们的 15 个授课式研究生课程紧密结合当前的商业趋势和现实情境。这些课程面向应届毕业生、职场快进者及高级领导等各类申请者，在广泛的专业选择中提供不同深度的学习体验。

1 AI and Data Analytics for Business Impact

人工智能与数据分析



The curriculum cultivates three types of digital talent: MSc in AI for Business develops AI-driven leaders; MSc in Data Analytics and Business Economics trains data strategists; MSc in Finance (Fintech and Financial Analytics) nurtures fintech specialists reshaping financial services.

课程培养三类数字化人才：人工智能及商业理学硕士造就人工智能驱动的变革领袖；数据分析及商业经济学理学硕士训练数据策略师；金融理学硕士（金融科技及金融分析）培育重塑金融服务的金融科技专才。

The curriculum spans all career stages: MSc in Business Management builds foundations; MBA sharpens mid-level leadership; EMBA shapes AI-era narrative leaders; DBA empowers practitioners to become thought leaders.

课程覆盖职业生涯全程：商业管理理学硕士夯实根基，工商管理硕士锤炼中层领导力，高级管理人员工商管理硕士（人工智能时代的商业与传播）塑造人工智能时代叙事领袖，工商管理博士赋能实践者成为思想领袖。

2 Organisational Management and Strategic Leadership

组织管理与战略领导力



3 Strategic Wealth Management, Sustainable Finance and Corporate Governance

战略财富管理、
可持续金融与公司治理



The curriculum equips students with five core disciplines for financial integrity and value creation: Master of Accountancy ensures transparency and socially responsible capital flows; MSc in Applied Accounting and Finance integrates accounting and finance; MSc in Applied Economics offers a macro perspective on sustainable development; MSc in Corporate Governance and Compliance builds ethical oversight; and MSc in Family Office Management focuses on legacy and impact investing.

课程涵盖五大专业，致力财务诚信与价值创造：会计学硕士确保透明与责任资本；应用会计与金融硕士整合双重视角；应用经济学硕士提供宏观可持续发展视角；公司治理与合规硕士培养伦理监督；家族办公室管理硕士专注传承与影响力投资。

The curriculum equips students with three essential skillsets to cultivate a new generation of tech-driven talent: Master of Human Resources Management builds high-performing teams; MSc in Entrepreneurship and Global Marketing expands into international markets; MSc in Marketing for the Creative Economy transforms creativity into market value.

课程配备三类必学技能，造就新一代技术驱动人才：人力资源管理硕士打造高绩效团队；创业与环球市场学理学硕士开拓国际市场；创意产业市场学理学硕士将创意转化为市场价值。

4 Creative Marketing, People Strategy and Entrepreneurship

创意营销、
人才战略与创业精神



Study Features 学习特色

Why HKBU School of Business 为何选择香港浸大商学院

Triple Accreditation
三重认证

AACSB

AMBA

EQUIS

University Rankings
大学排名

THE Asia University Rankings
《泰晤士高等教育》
亚洲大学排名
2026

40th

QS Asia University Rankings
QS 亚州大学排名
2026

53rd

THE Young University Rankings
《泰晤士高等教育》
年轻大学排名
2024

46th

THE Impact Rankings
《泰晤士高等教育》
影响力排名
2025

69th

Business School Rankings
商学院排名

Financial Times 《金融时报》
Top Business School Rankings 2018:
Top 25 in Asia Pacific
2018 顶尖商学院排名:
亚太地区前 25 强商学院

TOP 25

China MBA Alliance 中国 MBA 联盟
Award for elite business education providers
in teaching quality and reputation 2025:
Top 10 Business School
2025 年度表彰教学质量和声誉卓越的
精英商业教育机构:
10 大商学院

TOP 10

Student Origin (2025 Intake):
学生来源 (2025 年度)

Region	Label
Asia	Asia 亚洲
Europe	Europe 欧洲
North America	North America 北美洲
South America	South America 南美洲
Africa	Africa 非洲

Abundant scholarships
丰厚的奖学金

HKBU School of Business and its various taught postgraduate programmes offer extensive and attractive financial support to students, easing their financial burden and helping them fully unleash their potential.

浸大商学院及不同授课式研究生课程提供广泛又吸引的资金支持，减轻学生的经济负担，帮助学生充分释放潜能。

Hong Kong Future Talents Scholarship Scheme for Advanced Studies
香港未来人才高级研修奖学金计划

Up to 高达 HK\$100,000

Entrance & Diversity Scholarships
入学及多元贡献奖学金

Full tuition waiver 全额学费减免 or HK\$100,000

International Postgraduate Scholarships (IPS)
国际研究生奖学金

Full tuition waiver 全额学费减免 + HK\$100,000

Academic Excellence Scholarship
学业优异奖学金

Up to 高达 HK\$10,000

A variety of scholarships are also available for application. 还另设多种奖学金供申请。

5

Overseas Learning

海外学习

Extensive Partner Network

广泛合作伙伴

To build students' international perspective and a global mindset, the School has established partnerships with over 100 institutions.

为建立学生的国际视野及全球化的思维，学院与超过 100 所机构建立了合作伙伴关系。

Global Industry-Focused Study Tours

全球行业考察之旅

To fuel future-ready leaders through career-focused professional development, our students will visit different countries and regions to experience industry success for business insights.

通过以职业为导向的专业发展来培养面向未来的领袖，我们的学生将前往不同国家和地区，亲身感受行业成功案例，以获取商业洞察。

Double Degree Programmes

双学位课程

The School offers double degree programmes in partnership with several top European business schools, including Burgundy School of Business, emlyon business school, Grenoble École de Management, KEDGE Business School (all in France), and the University of Navarra (Spain). Students can study at both universities, gaining understanding of diverse academic traditions and local cultures for a well-rounded educational experience.

学院与法国勃艮第商学院、里昂商学院、格勒诺布尔管理学院、凯致商学院及西班牙纳瓦拉大学等多所欧洲顶尖商学院合作开办双学位课程。学生可于两地大学学习，了解不同的学术传统与当地文化，获得全方位的学习体验。

Overseas Programmes

海外项目

The School collaborates with overseas partners to offer summer and winter programmes (extracted list):

学院与海外合作伙伴共同开设暑期及冬季项目（部分名单如下）：

Asia 亚洲

Fudan University, China
复旦大学（中国）

Shanghai Jiao Tong University, China
上海交通大学（中国）

Zhejiang University, China
浙江大学（中国）

Sungkyunkwan University,
South Korea
成均馆大学（韩国）

Europe 欧洲

Technical University of Munich,
Germany
慕尼黑工业大学（德国）

University of Amsterdam,
Netherlands
阿姆斯特丹大学（荷兰）

KU Leuven, Belgium
荷语天主教鲁汶大学（比利时）

Lund University, Sweden
隆德大学（瑞典）

University of Liverpool,
United Kingdom
利物浦大学（英国）

United States 美国

University of California, Berkeley,
United States
柏克莱加州大学（美国）

and more 以及更多

Alumni Network

校友网络

Our vast alumni network spans multiple locations worldwide, with over 25,000 members across 25 regional branches. Annual networking sessions facilitate transdisciplinary academic exchange and career insight sharing.

我们庞大的校友网络遍布全球，于 25 个地区分支拥有超过 25,000 名校友。我们定期举办交流活动，以促进跨学科学术交流与分享生涯的真知灼见。

Industry Collaboration

行业合作

Starting January 2026, the curriculum of the Sustainable Investing Certificate offered by CFA Institute has been integrated directly into the School's taught postgraduate studies. This first-of-its-kind global academic-industry collaboration initiative aims to equip financial professionals with expertise in environmental, social, and governance (ESG) investing.

于 2026 年 1 月起，CFA 协会「可持续投资证书」的课程内容直接被纳入学院的授课课研究生课程。此为学界和业界的全球首创合作，旨在为金融专才装备环境、社会和管治投资方面的专业知识。

Connected Study Experience

紧密联结的学习体验

Career Development and Entrepreneurship

职业支持与创业

The School advances career-ready skills and entrepreneurship through CareerLink@BUS and the Entrepreneurship and Innovation Centre (EIC). CareerLink@BUS offers workshops, seminars, programmes and career fairs, while the EIC provides entrepreneurial guidance and community-based innovation projects. Students also showcase entrepreneurial talent in the signature Dean's Cup Business Innovation Gymnasium (BIG) Competition.

学院通过 CareerLink@BUS 与创业及创新中心推动就业导向的专业发展与创业支持。CareerLink@BUS 提供工作坊、讲座、计划与就业博览会；创新与创业中心则提供创业指导与社区创新项目。学生亦可于院长杯创业大赛展示创业才华。

Application Know-how 申请须知

Applicants should normally hold 基本入学要求：

Academic Background:

- a Bachelor's degree for admission to a Taught Postgraduate degree programme; or
- a Master's degree for admission to a Professional Doctorate degree programme. Please see individual programme webpages for specific admission requirements.

Language Proficiency Requirements:

- Hold a bachelor's degree which is obtained from a recognised institution where English is the medium of instruction; or
- Provide any of the following English test results for meeting the English proficiency requirements. The test result provided should be within two years from the date of issuance of the Admission Offer letter. Test result of TOEFL iBT Home Edition, TOEFL MyBest Score, IELTS Indicator, IELTS One Skill Retake or IELTS Online is not accepted.
- Please see individual programme webpages for specific language requirements.

学术背景：

- 申请人通常须持有认可大学颁授的学士学位，以入读授课式研究生课程；
- 或持有硕士学位，以入读专业博士学位课程。各课程的具体入学要求，请参阅对应课程网页。

语言能力：

申请人须满足以下任一要求：

- 持有以英语为教学语言的认可大学学士学位；或
- 提供两年内有效的英语测试成绩证明（不接受 TOEFL iBT Home Edition、TOEFL MyBest Score、IELTS Indicator、IELTS One Skill Retake 或 IELTS Online）
- 请参阅各课程网站了解具体的语言要求。