



# Higher Diploma in Business (Management and Psychology)

## 商業學高級文憑（管理及心理學）

Programme Code  
課程編號

HP 83-704 Foundation Programme 基礎課程  
HP 83-804 Year 1 一年級

One of the major tasks of a manager is to make decisions and “Decision Making” often involves human behaviour. In the business world, if individuals also possess both the knowledge of management and psychology, they are more likely to have an added advantage and competitiveness among their colleagues. Being able to apply core business tools and organisational psychology is a unique skill essential to the survival of businesses in the future. The Higher Diploma in Business (Management and Psychology) is an innovative programme that it cuts across two disciplines (Social Sciences and Business) and is the first of its kind in the market.

The Higher Diploma in Business (Management and Psychology) is a unique programme designed to provide students with the knowledge and skills to equip them for a career in business management, and also to develop their awareness of the role of psychology in the business decision process. This programme aims at helping to meet the demand of today’s managers by providing students with the knowledge of general business modules and more specific behavioural science subject like psychology. This programme will tap into the need for an in-depth Higher Diploma programme that exposes students not only to all major business functions such as accounting, economics, finance, marketing, etc. but also psychology, sociology and social psychology, at an early stage.

企業行政管理人員每天都要作出各種商業決策，而每個決策的背後往往包含人類行為的因素。身處商業世界，要是能夠同時通曉商業管理和心理學知識，自然勝人一籌，事業發展快一步。懂得有效運用商業管理學與心理學，將有助促進業務發展。商業學高級文憑（管理及心理學）是全港首個糅合社會科學與商業學兩大學系的跨學科課程。

商業學高級文憑（管理及心理學）課程設計獨特，旨在培訓學生掌握商業管理知識和技巧的同時，更希望學生能認識心理因素能如何影響商業決策及其重要性。課程目標旨在裝備同學作為未來管理人必須具備的知識和素質。課程範疇除包括會計、經濟、財務及市場學等商業管理知識外，還可涉獵心理學、社會學及社會心理等科目，從而奠定有關學科的基礎。



## Programme Aims and Features

### 課程目標及特點

This double major programme aims to expose students to the major functions of a business organisation and to introduce them to the basic concepts of the behavioural aspects of decision making. This programme allows students to gain a comprehensive understanding of core business management theory and practice with particular reference to the complexity of human psychology.

On completion of the programme, students should be able to:

- Communicate ideas in a manner appropriate to the circumstance using English and Chinese language (oral and written) in social and academic contexts;
- Use information technology skills to search, analyse and manage information;
- Analyse fundamental concepts of a broad range of subject areas and their relevancy to human beings;
- Analyse management problems and utilise problem-solving skills appropriate to a business environment;
- Explain the foundations of social sciences knowledge;

- Analyse, reflect and make management decisions with due consideration for the behavioural aspects of human behaviour;
- Manage business through a combination of knowledge, skills and techniques essential for successful performance in business;
- Identify and discuss issues regarding ethical behaviour in business management.

商業學高級文憑(管理及心理學)為雙主修課程，旨在教導學生認識商業組織各項主要職能，以及影響商業決策行為的基礎概念。課程讓學生充分了解企業管理的核心理論，並進一步把理論應用於人類心理學上。

學生修畢課程可掌握下列的知識和能力：

- 能於社交和學術層面，以流暢的中英語(包括會話及書寫)表達意見和交流；
- 善用資訊科技搜集、分析和整理資訊；
- 分析與學科領域相關的各項基礎概念及與人類的關係；
- 懂得分析商業環境中遇到的管理問題，採取恰當解決方法；
- 闡釋社會科學基礎概念；
- 掌握及分析人類行為習慣從而作出管理決策；
- 整合所學知識和技巧作出有效商業管理；
- 辨識及探討與商業管理相關的道德行為。

## Opportunities for Further Studies

### 升學前景

Graduates are eligible to apply for admission to the following degree programmes offered locally by HKU SPACE in collaboration with overseas universities:



FT: Full-time Top-up Degree Programme

PT: Part-time Top-up Degree Programme

\* Admission subject to each individual university requirements

## Career Prospects

### 就業前景

This programme will enable students to explore career opportunities at junior supervisory level in business management and administration or related fields.

同學可透過修讀本課程為其日後晉身商業管理及行政的初級管理層奠下基礎。



## Programme Structure

### 課程結構

#### Foundation Programme 基礎課程\*

- General English I & II 英文(一)及(二)
- Foundations of Chinese Language 基礎中國語文
- Mathematics and Statistics for Daily Life Applications 實用統計數學
- Computer Studies 計算機學
- The Process of Design 設計過程
- Popular Culture: Identities and Institutions 普及文化：身份與體制
- Ethics and Society 倫理與社會
- The Science of Everyday Life 生活中的科學
- Multiple Intelligences and Competencies 多元智能與才能
- Law and Business 法律與商貿

#### Higher Diploma Year 1 高級文憑一年級

- General English III 英文(三)
- English for Academic and Professional Purposes Part I 學術及專業英語(一)
- Putonghua 普通話
- Introduction to Multimedia / Introduction to Information Technology 多媒體學導論 / 資訊科技導論
- Introductory Financial Accounting 會計學概論
- Economics 經濟學
- Statistics for Business 商業統計學
- Foundation Psychology 基礎心理學
- Principles of Sociology 社會學概論
- Hong Kong Business Law 香港商業法
- Principles and Practice of Management 應用管理學原理

#### Higher Diploma Year 2 高級文憑二年級

- English for Academic and Professional Purposes Part II 學術及專業英語(二)
- Business Communication in English 商業英語
- Practical Chinese 實用中文
- Intra- and Interpersonal Competencies 內省及人際才能
- Fundamentals of Finance 公司財務學
- Principles of Marketing 市場學原理
- Introduction to Social Psychology 社會心理學導論
- Personality and Individual Differences 性格與個別差異
- Organizational Behaviour and Development 組織行為學
- Human Resources Management and Development 人力資源管理與發展
- Introduction to Project Management 專案管理概論

\* The choice of the Generic Skills and General Education courses in the Foundation Programme may be replaced by another course under the same category depending on availability in a particular semester. 基礎課程所提供之通用技能及通識教育科目不限於上表，書院將視乎情況編排其他相同範疇學科。

## Students' Sharing

### 學生分享



Jason Tse 謝俊昇

2010-11  
Year 1, Higher Diploma in Business  
(Management and Psychology)  
商業學高級文憑(管理及心理學)一年級

「在港大保良社區書院學習，有預計不到的快樂和收穫。」

雖然經歷高考成绩未如理想的挫折，但是書院的上課模式、課程編排、功課形式都與大學相似，令我明白到除了透過高考，仍有其他途徑可一圓入讀大學的理想。另外，講師們用心、生動有趣的教導，令我更有興趣修讀商業學，學習時收到事半功倍之效。最後，我很感激書院給予我充足的學習機會，可嘗試不同的方向，充實人生。」



Raphael Lok 駱仲銘

2010-11  
Year 1, Higher Diploma in Business  
(Management and Psychology)  
商業學高級文憑(管理及心理學)一年級

「有別於一般的商業管理學課程，本課程獨特地加入了社會科學元素，讓我能夠學習到心理學和社會學，以及其他在中學時期甚少接觸的知識，突破了傳統的學科框架。另外，課程設計全面，除商業學及社會科學知識外，亦有通識科目，教授中英文、普通話及電腦科，對升讀大學或投身社會工作極有幫助。商業學知識方面，課程涉及不同商業範疇，包括會計、經濟、市場學、財務學、管理學及人力資源管理等，提供多方面知識，可讓我了解自己的興趣，選擇最合適的出路。」

另外，傳統中學的學習模式，學生大多處於被動，可是在港大保良社區書院，學生的角色變得更加主動。撰寫論文、自行蒐集資料和分組專題研習等學習方式，可助我提早適應大學學習模式，打好穩固的基礎。」

## Entry Requirements

### 入學資格

#### Secondary 5 中五

### 3-year Programme (Entry to Foundation Programme)

- 3 passes in the HKCEE\* PLUS Level 2 / Grade E or above in Chinese Language and English Language, or equivalent; or

- Completed Project Yi Jin with satisfactory results.

\* Students who have successfully completed a quality-assured Applied Learning Course will be recognised as comparable to a HKCEE subject pass (up to a maximum of 2 subjects), other than Chinese Language and English Language.

### 三年制課程（入讀基礎課程）

- 香港中學會考三科\*合格，以及中國語文及英國語文考獲第二級 / E 級或以上成績，或同等學歷；或
- 完成毅進課程，並獲滿意成績。

\* 學生如修畢一科通過質素保證程序的應用學習課程，將等同一科香港中學會考科目合格(不包括中國語文科及英國語文科)。最多可計算兩科。

#### Secondary 7 中七

### 2-year Higher Diploma Programme (Direct Entry to Year 1)

- Pass in 1 AL or 2 AS-level subjects in HKALE; and 3 passes in the HKCEE PLUS Level 2 / Grade E or above in Chinese Language and English Language, or equivalent; or

- A recognised Pre-Associate Degree / Foundation Programme qualification; or

- A recognised post-secondary certificate or diploma.

### 兩年制高級文憑課程（直接入讀一年級）

- 香港高級程度會考一科高級程度科目或兩科高級補充程度科目合格，及香港中學會考三科合格，以及中國語文及英國語文達第二級 / E 級或以上成績，或同等學歷；或

- 完成認可副學士先修課程、基礎課程；或

- 持有認可大專證書或文憑。

#### Other 其他

Applicants who do not possess the above academic qualifications but are aged 21 or above and have relevant working experience will be considered by the College.

申請人如未能符合最低入學資格，但年滿二十一歲並具相關工作經驗，亦可申請報讀。

## Tuition Fee

### 學費

The tuition fee for the academic year 2011 – 2012 is as follows:

2011至2012年度的學費如下：

Foundation Programme 基礎課程	港幣HK\$42,800
Higher Diploma Year 1 高級文憑一年級	港幣HK\$49,800
Higher Diploma Year 2 高級文憑二年級	港幣HK\$49,800

All fees will be paid by installments and are subject to annual revision.

學費每年將分期繳交，書院每年會因應情況調整學費。

## Financial Assistance

### 學生資助

Government's Grants and Loans:

- Financial Assistance Scheme for Post-secondary Students (FASP)
- Non-means Tested Loan Scheme for Post-secondary Students (NLSPS)
- Continuing Education Fund (CEF)

政府資助：

- 專上學生資助計劃
- 專上學生免入息審查貸款計劃
- 持續進修基金

## Scholarships

### 獎學金

## Scholarships for 2011 HKALE or HKCEE Candidates

### 新生入學獎學金

The College has set aside HK\$3 million for scholarships for newly-admitted students with outstanding results in the 2011 HKALE or HKCEE. Awardees may receive a maximum of a full scholarship in the intake year.

港大保良社區書院設立300萬元獎學金，給予在應屆香港中學會考或香港高級程度會考中考獲優良成績的新生。成功被甄選的同學最高可豁免首年學費。

## Other Scholarships and Bursaries

### 其他獎學金及助學金

With the generosity of the Directors of Po Leung Kuk et al, numerous scholarships and bursaries are established as an encouragement to students who have excelled in their studies or made significant contributions in serving fellow students or the community.

為鼓勵同學爭取更佳成績，並積極貢獻社區、服務同學，書院設立多項獎學金及助學金，蒙各界人士或公司慷慨捐贈，包括：保良局董事會成員、社會賢達，以及其他團體。

## 港大保良社區書院 HKU SPACE Po Leung Kuk Community College

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