

# 商業

課程編號	課程名稱	專業認可	就業路向
BA114037	房地產及物業管理高級文憑	特許房屋經理學會認可，畢業生會符合該會「會員」會籍之學術要求。	畢業生一般勝任主管級的職位，獲得足夠的經驗及資歷後可擔任商場經理、設施經理或測量師。
BA114045	市場學及顧客分析高級文憑	學生可申請為香港市務學會的學生會員。	畢業生可於公營或私營機構內，勝任不同類型與市場營銷有關的職位，當中包括市場營銷主任、市場策劃統籌員、數碼營銷主任、數據分析員、市場傳訊主任、廣告客戶主任、業務發展主任、銷售主任、銷售及市場營銷統籌員、品牌管理主任、市場研究主任、項目策劃主任、公關主任及客戶服務主任等。
BA114048	銀行及財務分析高級文憑	畢業生可申請專業學會認可及豁免部分專業考試：香港財務策劃師學會；註冊財務策劃師協會；澳大利亞及新西蘭保險與金融學會。	畢業生可於銀行、證券投資及保險等金融機構勝任多項職務，如銀行櫃檯員、客戶服務代表、投資顧問、財富管理顧問、證券交易員、業務發展主任、授信/放款主任、貿易融資運作主任、運作支援主任、保險核保及索償主任等。
BA114059	工商管理學高級文憑	不適用	畢業生具備勝任工業、商業、服務或政府機構中高級行政監督或管理職位的能力。此外，他們還擁有探索創業和企業家機會的技能和知識，使他們能夠成功創辦和管理自己的企業。
BA114062	專業會計學高級文憑	畢業生可申請豁免部分專業考試： - 特許公認會計師公會 - 香港會計師公會	畢業生可勝任財務會計、審計、稅務、管理會計、財務管理、公司秘書及行政等相關工作。

# Business

Programme Code	Programme Title	Professional Recognition	Job History
BA114037	Higher Diploma in Real Estate and Property Management	The Chartered Institute of Housing (CIH) Asian Pacific Branch. Graduates would satisfy the academic requirements of "Member" of the Institute.	Graduates can take up a post at supervisory level and are possibly acting as a mall manager, facility manager or a surveyor after accumulation of sufficient experience and the attainment of required qualification.
BA114045	Higher Diploma in Marketing and Customer Analytics	Students can join the Hong Kong Institute of Marketing as Student Member.	Graduates are competent to take up positions in a wide range of marketing fields in public and private sectors. These include marketing executive, marketing planning coordinator, digital marketing executive, data analyst, marketing communications officer, advertising account executive, business development executive, sales executive, sales and marketing coordinator, brand management executive, marketing research officer, event planning executive, public relations executive and customer services officer.
BA114048	Higher Diploma in Banking and Financial Analysis	Graduates can apply for professional recognition and partial exemption from professional examinations: Hong Kong Institute of Bankers; Institute of Financial Planners of Hong Kong; Society of Registered Financial Planners; Australian and New Zealand Institute of Insurance and Finance.	Graduates can develop their career in banks, securities and investment companies and insurance companies. They are competent to take up positions like bank teller, customer service representative, personal financial consultant, wealth management consultant, securities dealer, business development officer, credit officer, trade finance operation officer, operational support officer, insurance underwriter and claims officer, etc.
BA114059	Higher Diploma in Business Administration and Management	Nil	Graduates are well-equipped to pursue executive, supervisory, or managerial roles in industrial, commercial, service, or government organizations. Additionally, they possess the skills and knowledge necessary to explore business startup and entrepreneurship opportunities, enabling them to launch and manage their own ventures successfully.
BA114062	Higher Diploma in Professional Accountancy	Graduates can apply for partial exemption from professional accountancy examinations: - Association of Chartered Certified Accountants (ACCA) - The Hong Kong Institute of Certified Public Accountants (HKICPA)	Graduates are competent to take up positions in financial accounting, auditing, taxation, management accounting, financial management, company secretary and general management areas.